

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

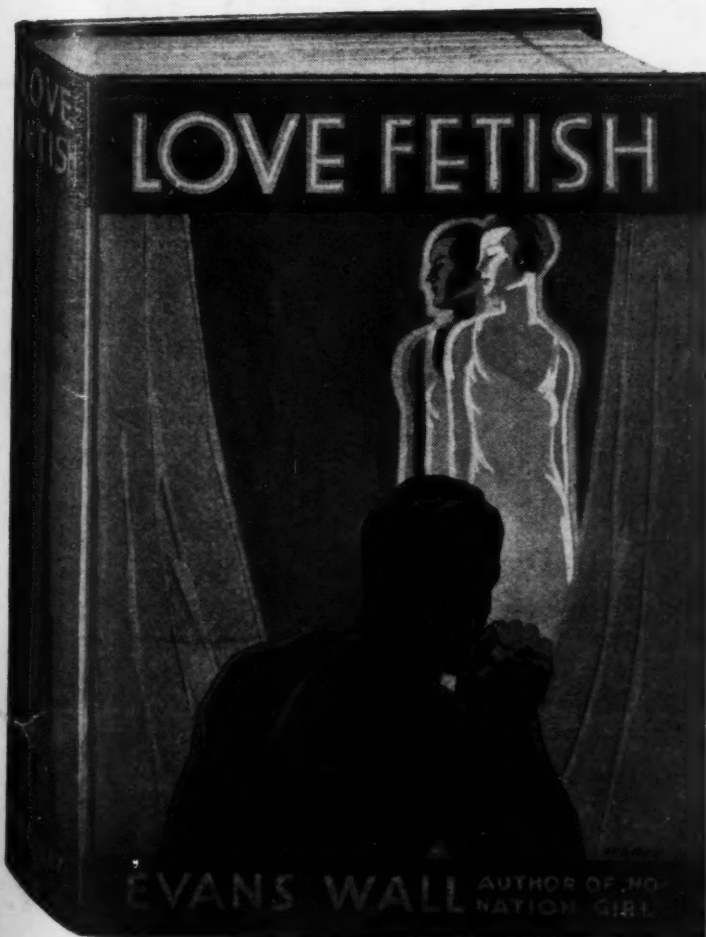
VOL. CXXI

NEW YORK, FEBRUARY 6, 1932

No. 6

EVANS WALL

Another powerful novelist from the deep South



THE
NO-NATION GIRL,
his first novel, sold
more than 25,000
copies

LOVE FETISH is even more powerful. It stings with a strong, hot-blooded reality; and it steams with the primitive mossy beauty of the Mississippi swamp country.

It is the story of a no-nation boy, as beautifully formed as a Greek athlete. Modest, though he is loved by many women; aristocratic, though he lives humbly; tender, though he grew up amid primitive brutishness—he is true to an impossible love and lives a life of tragic grandeur.

A novel that has robust simplicity and clearcut originality, a narrative power that rates uncommon respect. It will get exciting reviews and big time advertising support.

February 24

\$2.

MACAULAY • 381 Fourth Avenue • New York

"It's an ill wind"—

Lean pocketbooks can't keep people from *wanting* to travel! And the more your customers stay home this year, the better for that armchair travelling that means sales for you. Here's a book for all travellers—by sea, by land, or in front of a blazing fire—

PASSWORD TO PARIS

by Edward Acheson

A practical guide book that's as readable as a novel—a gay, larky book full of those intimate tips on every phase of getting to Paris and what to do after you get there that makes your visit cost next-to-nothing-at-all.

Hilariously illustrated by JAY. Coming March 10 \$2.50

THE LADY AND THE MUTE

by John Lindsey

Coming

March 10.

\$2.50

The story of the rebellion of a lovely woman against the narrow, cruel code of her neighbors. A passionate cry against cruelty in all forms—cruelty to animals, to the helpless, to the old—not a novel for everybody (what original and exciting book ever is!) but one for those people of rare taste on whom you like to try "out-of-the-ordinary" books.

BEGINNING AT ONCE, William Morrow & Co. will act as Sales Agents and Distributors for the publications of

WILLIAM FARQUHAR PAYSON, Inc.

A Check List of the books already published and those to be published this Spring is now going to booksellers throughout the country.

WILLIAM MORROW & CO., Inc.

Canadian representatives: McClelland &



386 FOURTH AVE., N. Y.

Stewart, 215 Victoria Street, Toronto

★ Signs of Life! ★

WE present herewith four new spring novels, published about three weeks ago, yet already showing such signs of life that they seem deserving of further attention. On the concrete evidence of sales and reviews, these books are making good. We urge you, therefore, to the special efforts that such successful titles deserve.

SMALL TOWN by Bradda Field

Market: Readers of Sinclair Lewis and Zona Gale will snap this up. Sell it on its realism and its strong characterizations. **Story:** A small town woman, in her frantic struggles to escape from an unromantic environment, succumbs in the end to tempting riches and also to the wealthy gentleman who offers them to her. "The trivial episodes of small town life are endowed with a vital significance. A perfectly mouth-watering picture of feminine character at not its noblest moments."—Phila. Public Ledger. **Author:** Daughter of an English literary critic and novelist. Wrote "The Earthen Lot," a much praised first novel. \$2.00

WILD RYE . . . by Muriel Hine

Market: Your best class of week-end readers will like this novel, especially the women. Sell it to them for its tender love story and for its sympathetic treatment of a woman's moral problems. **Story:** The charming and wistful heroine rebels at the strictures of Victorian society, falls in love with a passionate and liberal-minded artist, and learns about life from hard experience. "Characters and background are sketched with complete fidelity. The story itself is based solidly upon enduring human values."—N. Y. Times. **Author:** Wrote "Pilgrim's Ford," "Ten Days Wonder," etc. A well established novelist. 2nd Printing. \$2.00

ALBATROSS by John Presland

Market: The kind of person who likes Kipling and Conrad and a well written romance in the "Lord Jim" tradition. **Story:** Suggested by the dirigible "Italia" tragedy. The struggle for love, happiness, and ultimate vindication of a man disgraced for his conduct of a hazardous polar flight. "A good novel because it tells an absorbing story, deals with real people honestly, and approaches its central problem seriously."—N. Y. Sun. **Author:** "John Presland" is Gladys Skelton, a writer well known to readers by virtue of her previous novels. \$2.00

BARGAIN BASEMENT A new novel by Cecil Roberts

Market: People who ask for light romance, lots of plot, humor, glamour; and certainly every working girl who spends her day in a department store or a shop. **Story:** Lady Betty Belton changes the "Lady" to "Miss," and thus disguised, seeks love and adventure in the bargain basement of a mammoth London department store. "A diverting tale," says the New York Times. "Mr. Roberts at his best—a happy ending—dramatic situations." **Author:** English journalist, lecturer, and writer. Wrote "Pamela's Spring Song," "Half Way," etc. 2nd Printing. \$2.50

D. APPLETON and COMPANY, 35 West 32nd St., NEW YORK

*The Ryerson Press, Queen and John Streets, Toronto, Ontario,
handles the Appleton trade line in Canada.*



PUTNAM'S AUTHORIZED EDITION

MARRIED LOVE

by Dr. Marie Stopes

**Stock available at once
Over 800,000 sold to date**

PUTNAM'S



Explains with candor and sanity how the marriage relationship may be maintained, unimpaired by the disappointments which the years bring to so many husbands and wives.

Price \$2.00

ENDURING PASSION

by

Dr. Marie Stopes

G. P. PUTNAM'S SONS, 2 W. 45th St., New York

What do you recommend when your customers ask for books on

THE CHINESE CRISIS?

Here are four up-to-date books on Japan and China which deal with the very heart of the present situation. Have you them in stock to meet the sure demand during the next few weeks?

THE GREAT PACIFIC WAR

By Hector C. Bywater

What would be the probable outcome of war between the United States and Japan? This book, by a famous expert, describes in full detail the imaginary war of 1931-34, showing every move with a vividness and superb sense of reality. But it is not a provocative book, for in the end it makes clear the utter futility of such a war.

\$2.50

THE MILITARY SIDE OF JAPANESE LIFE

By Captain M. D. Kennedy

The inside story of the Japanese military machine by a soldier who spent three years studying it at first hand. The author has described the very soul of the Japanese army.

\$5.00

FAR EASTERN INTERNATIONAL RELATIONS

By H. B. Morse and H. F. MacNair

"The matter is of absorbing interest, the style is simple and lucid, the arrangement is admirably clear and concise, and the correctness of the facts is unquestionable."
—*Shanghai Times*.

\$6.00

THE DEVELOPMENT OF CHINA

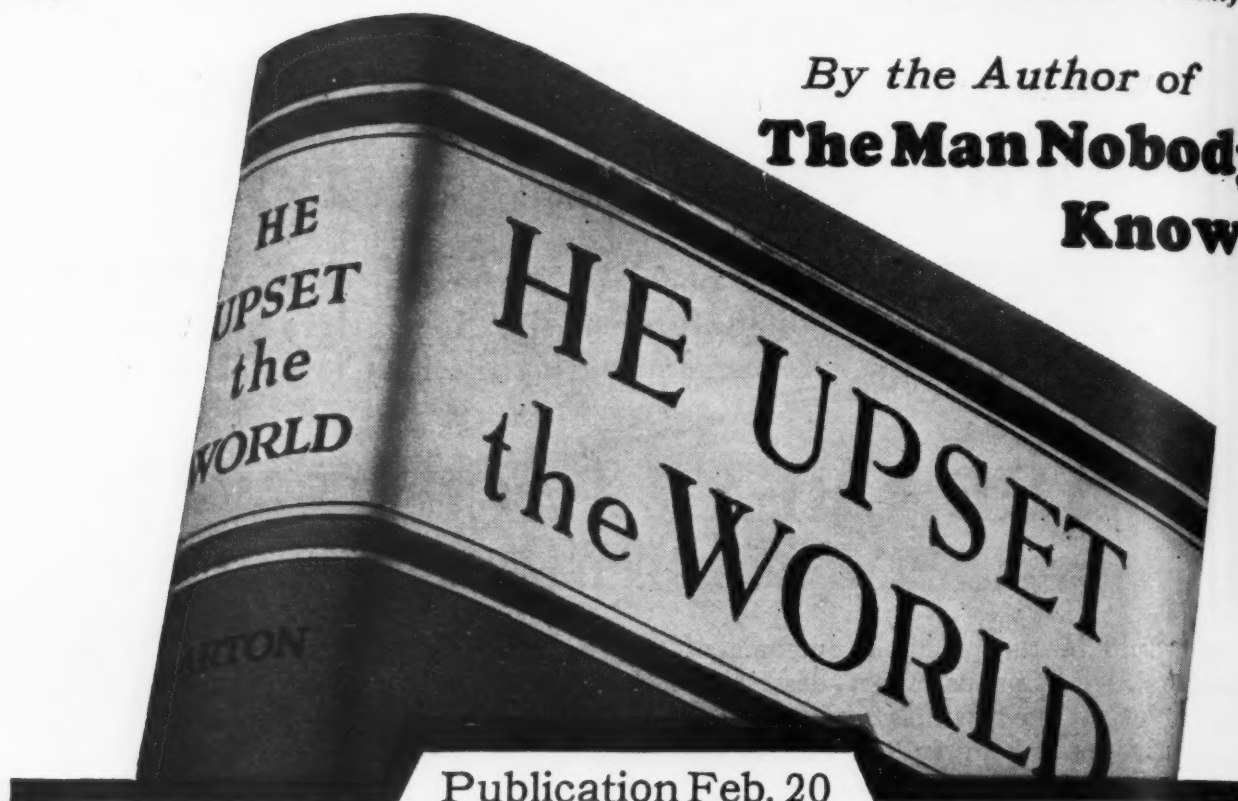
By Kenneth S. Latourette

"The book is clear, simple, and sincere. It will be of immense value to readers who wish to follow intelligently the profoundly interesting and significant events in the Far East."—*New York Sun*.

New Revised Edition—\$2.50

HOUGHTON MIFFLIN COMPANY

By the Author of
**The Man Nobody
 Knows**



Publication Feb. 20

**This is the Kind of Book
 Barton Readers Will BUY!**

(and you know how many there are)

This is the inspiring, straightforward story of a failure at forty, whose glorious achievements give new hope and confidence to every reader.

Read it!

Display it!

Push it!

ORDER NOW!





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 MERRILL**
 Indianapolis


PRICE
\$2⁰⁰


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SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York


Random Bits of Shop Talk After A Selling
Trip to Boston:

 Jonathan Drew is much easier to sell the trade than any novel we've ever had . . . Is it the Americana that appeals? . . . Certainly not CHRISTOPHER WARD's rep as a best-seller. . . . Wish the jacket had turned out a bit snappier. . . . Will varnish it. Read PITKIN's new book, *A Short Introduction to the History of Human Stupidity*. Short! ! ! Began it on the train. . . . Read three hours the first evening in The Parker House. . . . Only about ¼ way through. . . . Have been reading it every other spare moment since. . . . Possibly a big natural for Spring. . . . Wonder why no one ever before wrote a book on stupidity? . . . What a colossal subject. . . . And timely. . . .

 What to do about a book like *The Red Room*? . . . GEOFFREY DENNIS has been published, man and boy, for the last eight years by Knopf, and last two by Essandess. . . . Sha'll we try to publicize it as a mystery? . . . It's too good for that. . . . Story of a respectable young married man in Hapcaster (pronounced Hapster) whose shoddy affair with his boss's wife is discovered. Whereupon he cuts his throat in the Red Room. . . . Whereupon all the people in Hapcaster are woven into the story: their little ambitions to own part of the furniture in the Red House, the gossip, the final auction sale. . . . Tell that story to a department store buyer, and he says "We'll pass that one up, what have you got big?" . . . Sell it to him as a mystery, and he'll be sore when he sees the final jacket. . . . Best be content to get 5's and 10's where you can send out advance copies to a number of booksellers who you know like DENNIS, and trust to Providence that *The New York Times* doesn't review it in the back along with Other Fiction. . .

 TROTSKY's *History of The Russian Revolution*: had expected sales resistance in certain quarters on the grounds the book was communistic, Marxian, red. . . . None whatsoever. . . . TROTSKY respected everywhere as the leader of the revolution. . . . Orders for 10's and 25's and occasional promises for window displays on publication date at end of Feb. . . . Size of orders for new *Cross Word Puzzle Books* is scandalously large. . . . Salesman sits down and talks about tremendous book like POWYS' new novel. . . . Bookseller knows he can sell POWYS. . . . Sold minimum of 50 each of *Wolf Solent* and *Meaning of Culture*. . . . After a ten-minute presentation, well, will try 3—or make it 5 of *A Glastonbury Romance*. . . . Then along comes *CWP Book #23*. . . . Fifty copies to begin with.

 Large quantities too for other froth on the list: HARRY HERSHFIELD's book of Jewish jokes (tentatively called *Ye Salami Shoppe*) and *The Word Game Book* and *Mental Whoopee* are all heavy quantity items. . . . But not so *Straight and Crooked Thinking* by THOULESS, nor BAERLEIN's *Enchanted Woods*, nor the great narrative poem of MACKNIGHT BLACK, *Thrust Against the Sky*. . . . In general agree with booksellers on the relative quantities. . . . Though, regret to do so. . . . Will return to Boston in April with some of the big shots in the bag: the new VAN LOON book, the new DIMNET, FRANK BUCK and SALTEN. . . . Meanwhile, the books published the next month or two: the TROTSKY, the PITKIN, DENNIS, POWYS, WARD and THOULESS seem like causes infinitely worth going even to Providence for. . . .

 Returning to New York, find copy prepared for *Enchanted Woods*.

AGAIN *The Inner Sanctum* has flung defiance in the teeth of the cost accountants and the budget comptroller to repledge its faith in a new tale from the magic pen of HENRY BAERLEIN. Again your correspondents have cast their lot with the singers and the wanderers. Again romance has made its rendezvous for the little things that are tremendous

ENCHANTED WOODS is a companion volume to DREAMY RIVERS. Here, through the woods and along the highways of Transylvania, a twentieth century Laurence Sterne wends his way, collecting odd delicious people, indiscreet anecdotes, moving on hilarious legends, and recreating them with entrancing and unabashed mockery.

AS in the case of DREAMY RIVERS, the story is not without embarrassments for the smug and the respectable. They had no use for moonlit roads that wind around the heart, unschooled violins drunk with joy, dreamy rivers that never find the sea . . . and they will have no use for these strange woodsmen and woodswomen who get up every morning and hunt for happiness.

HOW can one pigeon-hole the lovely lady Anka who mistakes the embarrassed author for her husband . . . or the melancholy baker with the unpronounceable name who persists on trying to extract milk from buffaloes . . . or the unreal Illarion who worries about the lengthening of the radius of space? How can one card-catalogue white birch or honeysuckle?

CALL him a modern Laurence Sterne or a modern George Barrow—it matters not. HENRY BAERLEIN is chiefly HENRY BAERLEIN. He roams as the wind listed as the woods call. All he asks of a destination is that the men be convivial and the women lovely. He is an expert, in fact, at invading a village to verify the reputed loveliness of her women.



Will read *Enchanted Woods* tonight.

—ESSANDESS.

Farrar & Rinehart will publish Feb. 18th

Colette's

most unusual romance

A Lesson in Love

COLETTE herself is the chief figure in this novel. A middle-aged woman is in love with a young artist, and at the same time she is emotionally involved *with the girl from whom she has taken him*. A skilful and amazing performance; highly philosophical and searchingly understanding of the many-sided complexities of human love; and beautifully written.

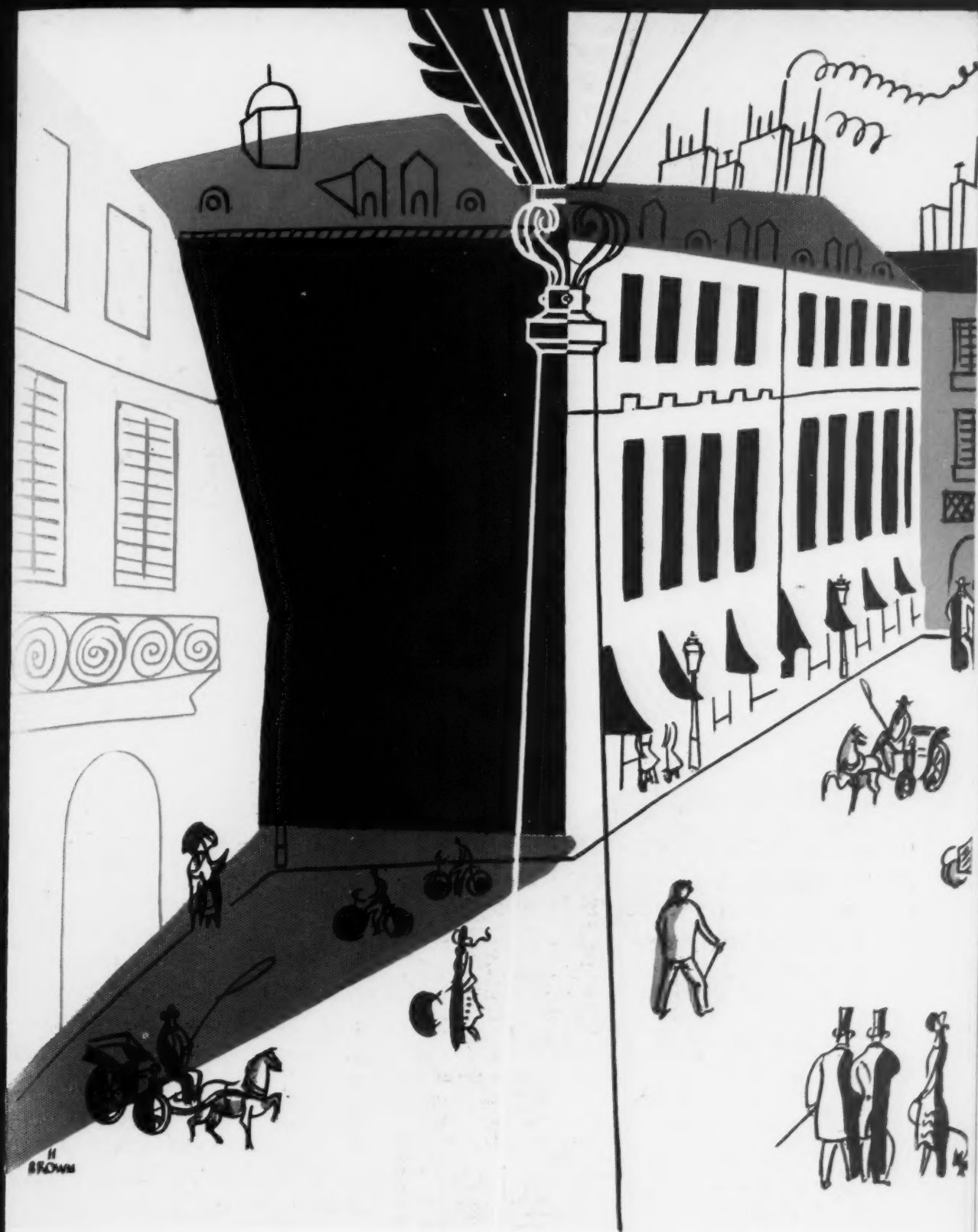


¶ The translation is by ROSEMARY BENET, who was the translator of Colette's greatest success, *The Gentle Libertine*. This, plus the unusual autobiographical appeal of the narrative, encourages us to look for one of Colette's biggest sales.

\$2⁵⁰

FARRAR & RINEHART

9 East 41st St., New York



**The greatest press—the
greatest success—that
has yet come out of
England**—————→

"Criticism falters before this stupendous undertaking and achievement. It is life itself that unrolls before us. A generation fifty years hence will read this book."

London Morning Post

"He is, by this breath-taking assertion of the aliveness of life, to be ranged with the major novelists."

Manchester Guardian

"Defies all description or classification. There emanates the sense that a Magnolia Street is a cradle of the whole world. There is endless entertainment in these pages."

The London Times

"Here's riches! Over 600 pages of vividly seen character and incident . . . an impressive, beautiful and searching thing."

W. J. Blyden, London Daily Dispatch

"A splendidly creative book."

Hugh Walpole

"Wonder of wonders! A blaze of glory. . . . Magnificent and remarkable."

Roger Pippett, London Daily Herald

"An astonishment and a delight; a positive mine of good things. I am lost in admiration of it."

L. A. G. Strong in The Spectator

"A great passion for life, for all who, being human themselves, care for the humanities. He has achieved the impossible. His book will endure."

Humbert Wolfe, London Observer

"I congratulate you heartily. It is a fine creative work on a masterly scale."

Prime Minister J. Ramsay MacDonald

"Has the lovingly-labored richness of a work of art. Mr. Golding's idealism, sympathy and humor, his inventiveness, insight, and sheer accumulation of detail have given the book a monumental quality."

Sylvia Lind, London News Chronicle

"It is tremendous both in size and scope; it is crammed with warm detail, inspired realism, and beautifully infectious sympathy."

John Collier, London Daily Telegraph

"An immense canvas and the liveliest of brushes . . . a rich and luscious panorama of life."

Ralph Straus, London Sunday Times

MAGNOLIA STREET

by Louis Golding

Coming March 10

Farrar & Rinehart

550 p.

\$2.50

FREE LADY



Ready February 23rd
\$2.00

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STRANGE

Your Customers Will...

want THE AUTOBIOGRAPHY of an ADVENTURER
By J. T. TREBITSCH-LINCOLN

if they are interested in "an audacious record that is a staggering proof of how a man can live by his wits" (*Sphere*). Lincoln was, among other things, a member of Parliament, convict, Rumanian oil-king, German revolutionist, French spy, adviser to Chinese war-lords, and Buddhist monk! \$2.50. February 26th.

want THE TRIAL OF GREGOR KASKA
By FRED ANDREAS

if they are tired of "formula" mystery stories. Here is an original plot, with a thrilling trial scene in which amazing ingenuity saves an innocent man from being convicted of murder. Andreas is Germany's most highly thought of mystery writer—and he *can* write. \$2.00. February 12th.

want KING CRIME
By COLLINSON OWEN

if they are interested in problems of the day. England's foremost journalist has written a truthful but necessarily sensational survey of American crime—and he has had the salutary effrontery to say what he thinks of our spineless acceptance of this sordid condition. \$2.50. February 26th.

want SEVENTY YEARS IN ARCHAEOLOGY
By SIR FLINDERS PETRIE

if they are interested in, or want an introduction to the most romantic of sciences. The most important archaeologist of all time has written the most important popular book on archaeology to appear in many years. \$4.00. *Illustrated*. February 12th.

want "THEIR TRACKLESS WAY": A Book Of Memories
By ADELE BOURGEOIS CHAPIN

if they are interested in the flamboyant Nineties, Oscar Wilde, Henry James, Cecil Rhodes, Mark Twain, Whistler and others. *Illustrated*. \$3.00. February 26th.

want AN INTRODUCTION TO FRENCH ART
By A. F. CLUTTON-BROCK, art critic of the London *Times*.

if they are interested in art. A brief survey of the entire field done with authority and extraordinary skill. *Illustrated*. \$2.50. February 26th.

February Publications

HENRY HOLT AND COMPANY
One Park Avenue New York City

By the Author of JOSEPH AND HIS BRETHREN



H. W. FREEMAN

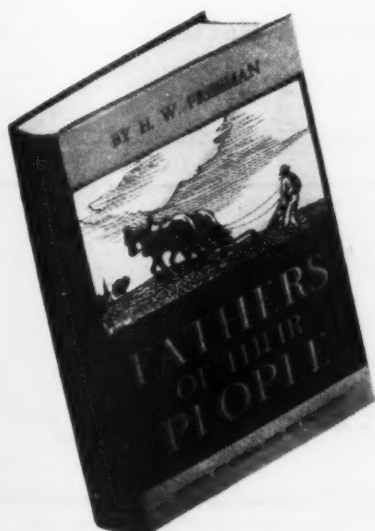
FATHERS OF THEIR PEOPLE

H. W. FREEMAN, whose first book sold 100,000 copies, has returned to the "Joseph" type of story and written his most *readable* book in **FATHERS OF THEIR PEOPLE**.

The setting is again the Suffolk country side, the characters those yeoman farmers with their love of strong ale, fragrant tobacco, full-blooded women and spirited horses. Mr. Freeman tells the story of two generations of one family that has for over three hundred years occupied the same farm and whose heads, feeling a traditional responsibility for the entire neighborhood, become involved in all the tragedies and farces of the countryside.

Readers will not soon forget the mole-catcher; young Dick, with his keen eye for horses and wenches; the sheep-herder and his wife; the Grandfather, who had a way with him, and whom many people suspected to be literally the father of his county.

To be published March 4th, in a format uniform with previous books. Woodcut jacket by J. J. Lankes. Price, \$2.50.



HENRY HOLT & COMPANY

One Park Avenue

New York City

COMING FEBRUARY 24

2 Novels that tap rich, new material

THE JAYBIRD

BY MACKINLAY KANTOR

HE fied his way through the Civil War and whistled along through life — this drunken, ragged, cock-sure heroic old man called:

THE JAYBIRD

BY MACKINLAY KANTOR

This richly American novel marks a new step in the career of the author of *Diversey* and *El Goes South*, and will appeal to a far wider audience than his previous books. Read it!

\$2.00

SALLY IN RHODESIA

BY SHEILA MACDONALD

TERRIBLE place Rhodesia! But that is where the captivating Sally and her husband went in search of a gold mine. They acquired a grocery store and four children. Charles D. Lanier in his foreword defies any man to read the novel and not fall in love with the delightful

SALLY IN RHODESIA

BY SHEILA MACDONALD

\$2.00

COMING: April Choice of the Book-of-the-Month Club

HEAT LIGHTNING

A New Novel by HELEN HULL

COWARD-McCANN

55 Fifth Ave., New York

WHITFIELD

isn't

HAMMETT

*but—he can write so good a yarn
that it's hard for some people to tell
the difference—*

*there will be no new Hammett mystery
this spring, but*

THE VIRGIN KILLS

BY RAOUL WHITFIELD

is just out and you can recommend it to any Hammett fan (there must be well over 50,000 of them by now—*The Glass Key* has sold 20,242 copies to February 1st, 1932). *THE VIRGIN KILLS* is a hard-boiled yarn concerning a hair-raising week-end aboard a millionaire gambler's yacht at the Poughkeepsie regatta. If any Hammett fan should be disappointed, just let us hear about it. Price, \$2.00

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If ever a novel had the doubt of literary ular story, it's THAT GIRL. Reason w periment with its sales pos giving it a smart and dignified cov discrim the other a colorful and menal pict library and popular fiction in orderi THAT GIRL, indicate the u want dignified, and "B" for the is just the promotion that we're p this gran

(Remember that the our o books are backed up king Pro

What a Book!

Against a feverish landscape of tropical jungle — the Panama Canal Zone — is enacted this ironic drama of vagabond spies, soldiers of fortune and of a lost girl whose only asset was love.

Wooden Swords, the author's first novel, and a Literary Guild selection, was one of the most highly praised books of 1931. THAT GIRL is infinitely better and infinitely more popular.



THAT GIRL

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Own Choice e b Jackets

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What a Girl!

Chérie at the age of ten knew what a man of thirty often tries to forget. At fourteen she had become a woman. And at eighteen came the adventure that was to separate her from her beloved France and cast her off as a woman of the streets in Balboa, Panama. Her story is a warm and stirring tale of a woman who gave herself to many men yet kept her love intact. Blood sister of Maupassant's *Boule de Suif*, Chérie is one of the most appealing creations of recent literature.



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in Corp, Ltd., Toronto

ABINGDON

DIAGNOSING TODAY: Seven Deadly Sins of Modern Life

By M. S. Rice

Dr. Rice modestly disclaims any gift for making "any new or startling discoveries in the study of the evident distresses of the present day," and presents this volume as "a meditation on conditions in an effort to find underlying causes rather than the surface symptoms."

Net, \$1.50

THE MUSIC OF THE GOSPEL

Edited by Stanley Armstrong Hunter

In this volume twenty-six contributors representing different Christian bodies offer their interpretation of that number of familiar Christian hymns.

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SPIRITUAL HILLTOPS A Book of Devotion

By Ralph S. Cushman

The plan of the volume is simple: a homily, a prayer, a poem—these three, each fitting into some need of the heart, giving expression to some aspiration or relating some religious experience.

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By William J. Johnstone

Washington lived in an atmosphere of the Christian religion. From his earliest childhood until his illustrious career closed he was given to communion with God. In this volume he is presented as "a supreme example in duty and inspiration."

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By Ethel and Frank Owen

Ten stories, all of them woven in a mystic Chinese atmosphere, in which children will find great delight. One is about those funny little people, the coral gnomes, and another about the blue dragon who lived in a cave under a great mountain in the Gobi desert. Illustrated in colors. Art binding.

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THE HOUSE THAT TOOK ROOT

By Virginia Greene Millikin

A story in which things happen right along. It centers around a little rock house on a hill in Colorado, the MacDonald family, Jack, "the nicest playmate" Marcia ever had, and other very interesting characters. The mystery woven in it will delight the children.

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THE CHARACTER OUT-COME OF PRESENT DAY RELIGION

By George Herbert Betts

Three hundred churchmen judge the effect of current teaching and preaching, and the result of their appraisal is given in this volume. The criticism is friendly and constructive and should be of great value to the church and religious education in the immediate future.

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THE TRANSFORMING FRIENDSHIP

A Book About Jesus and Ourselves

By Leslie D. Weatherhead

It is the spiritual friendship of Jesus with and for his believing followers, and the finer human relationships based upon this friendship, that receive constant emphasis in this volume. In winsome fashion the sustaining and satisfying reality of divine companionship is here portrayed.

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JESUS IN OUR TEACHING

By Clarence Tucker Craig

A guide to discriminating thinking regarding the place as a teacher of men of Jesus, whose relation to religious instruction is of basic importance and significance. The writer is advanced in his own thinking, highly trained educationally, and one of the most outstanding New Testament scholars in America.

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THE ABINGDON PRESS

NEW YORK	CINCINNATI	CHICAGO
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Detroit	Kansas City	Portland, Ore.

weekly
Mr. Cheney recommends: "A market study and the preparation of a real sales, merchandising and advertising plan . . . for every trade title." (Page 322—Cheney Report)

Here is such a plan!

Starting to-day

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inaugurate
an intensive, national

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to the American people,
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Twenty-One Leaders of American Basic Industries

(TURN THE PAGE)

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A Basis For Stability

By SAMUEL CROWTHER in collaboration with 21 American Business Leaders

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THEY Are GOING TO DO
about Business and WHY**

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General Motors Corp.

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Federal Reserve Bank of N. Y.

WILLIAM R. BASSET
Spencer, Trask & Co.

GEN. W. W. ATTERBURY
Pres. Pennsylvania R. R.

Fewer Books

Better Books

More Salable Books

More Advertising

Your business, ours, that of every customer you have, every business man in your community, every specialized group, all are vitally concerned by the sane, courageous, usable material in this book

For the next month

every resource of Little, Brown and Company will be directed toward making the publication of this book an event of national importance.

Already there is a distinct current of discussion in financial circles. You will get inquiries about it. You will see advance publicity in newspapers, magazines, trade, industrial and financial publications. You will hear it mentioned in Rotary Clubs, Chambers of Commerce, trade associations, in banks and grocery stores. Washington already is interested. Editors are aware of its coming. All this we have started. All this we shall do.

We will provide for your benefit:

- 1 Local publicity.
- 2 A plan for building up an advance sale.
- 3 A close tieup with the national publicity.
- 4 A plan for direct selling that should make March 4 a record day.
- 5 A method for finding the names of all possible customers.
- 6 A concentrated sales plan with no waste motion.
- 7 Imprinted circulars, advertising arrangements.
- 8 Material for large and small window displays.
- 9 A national advertising campaign.
- 10 National feature news breaks and radio releases on publication day and after.
- 11 A thorough industry-by-industry promotion campaign.
- 12 The book—Approximately 360 pages. The price—\$3.00.

Publication date March 4th

Tell us you are ready!

LITTLE, BROWN & COMPANY · Publishers · BOSTON

Cocktail Wheel Gets Sister

Lusty Kitchenette Wheel To Arrive February 23rd

**Having Sung The Joys
Of The Wassail Bowl
We Now Try To Draw You Back
To Your Hearth Stone**

Imagine our embarrassment, but we've had another million dollar idea. Many people may drink, we thought, but simply EVERYBODY has to EAT: so since we've sold 20,000 Cocktail Wheels in 3 months we figured we might not do so badly with a Kitchenette Wheel, that gives in everyday language, recipes which require no preparations, no time, very little money, the simplest stove and no skill whatever.

What, No Scrambled Eggs?

The Kitchenette Wheel is just the thing for the bachelor, the business girl, the newly weds and the newly divorced—in short for everybody who is tired of eating in restaurants and sick of the eternal scrambled eggs.

Put Over A Fast One On Your Kitchenette Range

It's made exactly like the Cocktail Wheel, has 26 recipes in language that everybody can

understand, is printed in bright kitchen colors and compiled by the editor of one of the large household magazines, with artwork by Jay.

The Ladies

Are Excited

Like every great invention in the history of human progress, the idea of the KITCHENETTE WHEEL was originated by a man, our editor, who is a hardened bachelor with a weakened stomach. He wanted to make a limited edition "for men only," to make our harassed sex definitely and for ever independent—but his secretary gave him away. Every woman who laid eyes on the KITCHENETTE WHEEL called it "just the thing," "charming," "cute," "marvellous," wanted some right away for herself and all her friends, and now we're swamped with huge advance orders for free copies from all the ladies of our acquaintanceship.

Try This On Your Stove!

Seriously, now: the KITCHENETTE WHEEL has all the marks of a tremendous success. It's 1) new; 2) practical; 3) beautiful; 4) inexpensive. Everybody wants it, and everybody can afford it. Consequently, everybody'll buy it. Ask us for a complimentary copy, and try the recipes yourself. You'll be surprised.



*The Kitchenette Wheel, \$0.50
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Publication date: February 23*

**ROMAN PRESS / PUBLISHERS
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"November" is going to make February bright for booksellers.—Advt.

Coming late February
A NEW BOOK—
 not a Reprint

5 Points

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1. LATEST BOOK on Bridge

Giving to the public for *the first time* the One-Over-One method of contract bidding used by the phenomenally successful "Four Horsemen"—P. Hal Sims, Willard S. Karn, Oswald Jacoby and David Burnstine (author of this book) and holder of more National Contract Championships than any other player. A book for *every* bridge player—regardless of the method he now plays.

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With the method outlined in this book the "Four Horsemen", or a member of their team, won 7 out of the 11 National Contract Championships held last year. In 60 *duplicate* hands the "Four Horsemen" used the One-Over-One to make 5120 points while the Culbertson Team lost 2440 on the same hands. This method is essentially *simple*, eliminating many complications in hand valuation, etc. It is a method any bridge player can use. A method that wins.

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Bridge books were America's best sellers in 1931—but there has never been a bridge book like this on the market for such a low price. At \$1 it is a sensational value which very few of the millions of bridge players can resist. With the SUMMARY it offers a \$3.25 value for \$1.00

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A flap inside the front cover of every copy will contain a Pocket Summary of the One-Over-One method—the type which now sells alone for 75 cents or more.

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with some of
his trophies.

David Burnstine—
holder of more
National Contract
Championships than
any other player.

THESE BOOKS COULD NOT

For each manuscript accepted to make up this list, we turned down at least fifty. For some reason the announcement that we were joining in the publishing business captured the imagination of writers everywhere. We were deluged with manuscripts.

We started on our Spring list with the idea that we would publish a maximum of six novels and two non-fiction books. We finished with a list of eleven novels, two volumes of short stories, eight non-fiction books, Molnar's play and that amusing game-book, "Murder in Your Home." This was because we had manuscripts which we simply could not turn down. Each of these books is published because it had to be, and each published with more than enthusiasm.

February

MURDER IN YOUR HOME, by Elisabeth Cobb and Margaret Case Morgan. Foreword by Grantland Rice. Society's latest plaything, and a game you can play in your own home. A book that can be used for a thrilling time at a party—or used by you for your individual amusement. \$1.50

THE GOOD FAIRY, by Ferenc Molnar. Molnar's latest comedy success in which Helen Hayes is starring to packed houses at the Henry Miller Theatre, New York. \$2.00

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MANY MANSIONS, by Henry C. Rowland. A novel that is to fiction what "Outward Bound" was to the stage. \$2.50

HOLY PRAYERS IN A HORSE'S EAR, by Kathleen Tamagawa. An astonishing autobiography by a woman whose mother was an American and whose father was a Japanese. A remarkable account of the life of an international freak of Fate. \$3.00

March

WINDYJINN, by Grace Kellogg. The story of a woman who fell in love with a house; of a house which hated the man who stole her love from it; and of a man who tried to kill them both. \$2.00

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12 East 41st Street, New York

BOOKS PUBLISHED—AND RECOMMENDED

LD NOT BE RESISTED

Your success in 1932 will depend largely upon initiative displayed in pushing worth while titles. Our Spring list will, we feel, more than meet with public approval and acceptance. Quality books can be bought in quantity profitably by even the most conservative buyer with assurance and safety. Our aim in the present and future lists will be to assemble only such titles as can be purchased with full confidence for an extended period of sale. These forthcoming books on your shelves will, we sincerely believe, increase your sales for the Spring.

R. L. & R. R. S.

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April

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RACKETY RAX

By JOEL SAYRE

was published

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From the jacket design in three colors by Alan Dunn, who has also enlivened the pages of *Rackety Rax* with fifteen grand full-page drawings. 5½ x 8¼ inches.

RACKETY RAX is headed for the big dough. The "puce and green" is going to hit the country as hard as the Democrats think they'll hit the next election. It's going to be as popular as flags on the 4th of July.

This is the inside dope:

Donald Gordon of *The American News Company* gave RACKETY RAX an aaa rating and said, "Because we think it the funniest piece written in ever so many years and because these things, when they hit, mean heavy sugar all around, we direct your attention first to RACKETY RAX on the fifth of February. Written by Joel Sayre, a reporter on the New York Herald-Tribune, it tells the story of the partially successful attempt of the gangster overlord of all New York's rackets to 'muscle-in' on the hugely profitable intercollegiate football industry. Advised against the practicability of simply walking up to the chancellor of N. Y. U. and declaring himself cut-in for a percentage of the gate, Mr. Francis (Knucks) McGloin incorporates Canarsie University. . . . With all due respect to Ring Lardner, whose stuff we greatly admire, this thing of Sayre's is better than his best. It is satire, but don't mention that to customers who invariably relate the word with something 'high-hat'. Dowagers and debs who said 'How vulgar!' of *The Specialist* can be impressed by the satirical import if they want a book for brother's birthday but, aside from all this, the tale is a riot for anybody even slightly informed about football or gangsters. As we've remarked elsewhere, if this doesn't become a movie somebody's missing a bet." The movie rights *have* already been bought, Mr. Gordon.



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THE BOOK OF TREES

By Alfred C. Hottes

telling HOW, WHEN, WHERE and WHAT to plant, is to be published this Spring.

This book will answer a multitude of questions and will be adapted to all sections of the United States. It will contain some 400 pages and over 200 illustrations; price, \$3.00.

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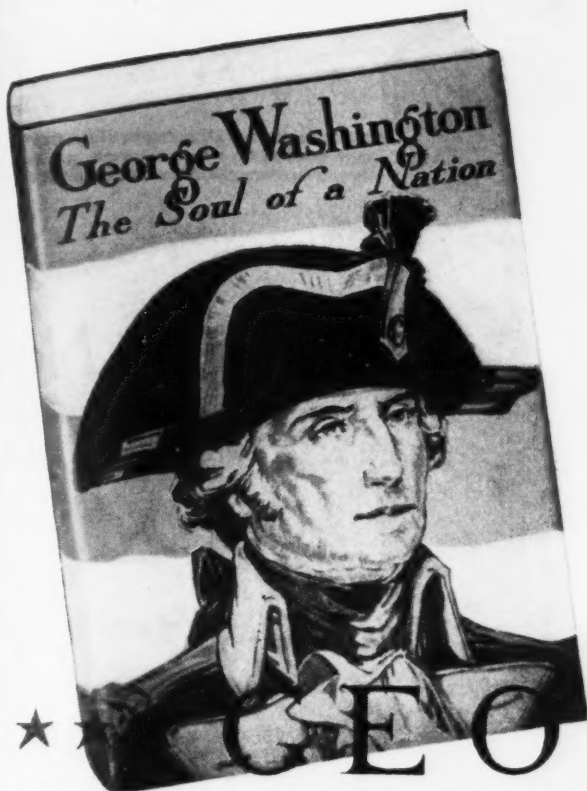
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A few of the reviews that have helped sell this book

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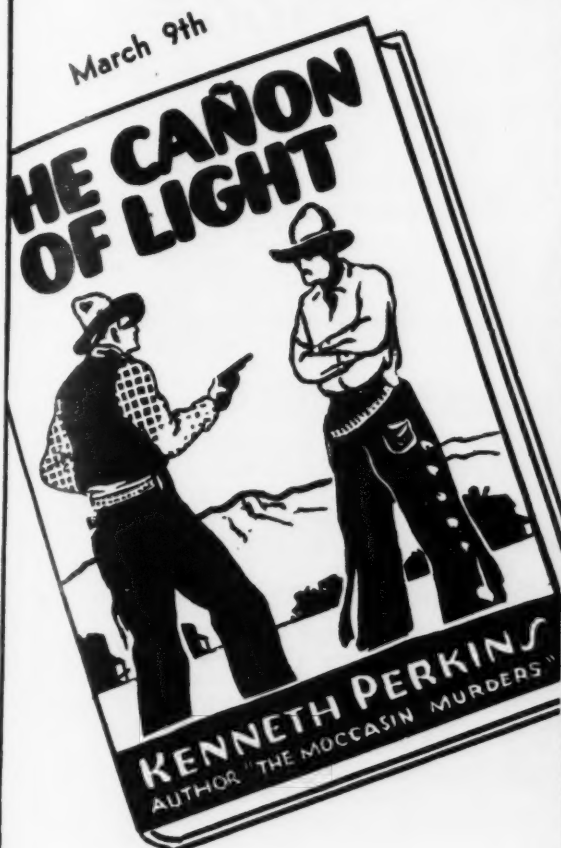
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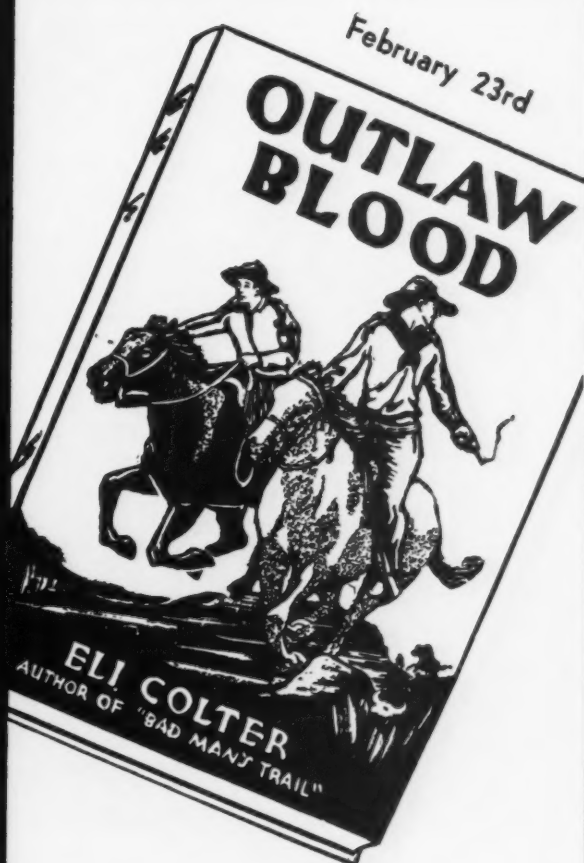
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5. Liberal representation of Chaucer, Blake, Donne, King, Landor and others who did not appear in *The Golden Treasury*.
6. Larger section devoted to the moderns than any other book of its scope, including many unusual and less familiar poems.
7. Arrangement of the text in nine sections, each preceded by a summary essay. Lists for correlative reading. Index.
8. Printed on American Bible paper, bound in cloth, small 12mo., 627 pages, \$2.50. Ready Feb. 11

HARCOURT, BRACE & COMPANY

383 MADISON AVENUE, NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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Shorter Lists and Less Ballyhoo

With Fewer Titles Announced for This Spring, Many Publishers Plan Trade Advertising That Will Be More Helpful to Booksellers

Alice Payne Hackett

Associate Editor, Publishers' Weekly

SOME of the criticisms and suggestions of the Cheney Report are already being acted upon by many publishers, in fact, their plans along lines set forth in the Report, have been maturing, in many cases, for several years. Two general trends are noticeable in connection with publishers' spring lists and in the plans for advertising and promoting the titles on the lists. These are, first, a trend towards shorter lists, and, second, a very definite effort to direct advertising to the ultimate consumer, the bookstore customer, both through general advertising and through advertising and promoting methods that are addressed to the bookstore.

Though it is impossible to state that all publishers are presenting shorter lists this spring, without making an exhaustive survey, the lists of trade books of some of the larger publishers are found to be definitely shorter, and many of the smaller publishers, whose lists cannot be cut drastically, have made some timely eliminations. January has already found a reduction in 1932 publications as compared with 1931. In the first month of last year, 775 books were listed in the Weekly Record of *Publishers' Weekly*, and in January of this year, 662, a decrease of 113 books in one month.

Doubleday, Doran & Co. report that their spring list is smaller than last year's and that the coming fall list will be 25% smaller than last fall's. Dodd, Mead & Co. have cut out some importations of which they could reasonably expect a small

sale, and Harper's trade list has been cut about 20% during the last two years.

Some of the publishers have, however, adopted a definite policy of shorter lists. During 1931 Stokes' publications numbered less than half the number of 1930 publications. Horace Stokes stated that they had shortened their list because it is better to publish a smaller number of books and have the most thorough promotion on every title. New authors, he said, have a wall of resistance which they must break through today, which requires more advertising and heavier general promotion than hitherto.

The number of books which August Gehrs of Harcourt, Brace likes to promote each season is 50. In 1929 he suddenly found that this rapidly growing publishing house listed 85 books in its current catalog. In the spring of 1930 this number was cut to 57, and that fall to 43. With 46 books on this new spring list, 8 of them fiction, Mr. Gehrs says he will find time to promote individual titles, such as "The History of Smoking," one of Harcourt's current books, which, in a larger list, might be swamped by other less specialized titles. Now Mr. Gehrs has found time to do a great deal of promotion work on this book, directing his efforts, through the bookstores, to the special customers interested in this title. Working along this line, he has been able to find a market for practically all the volumes in the "International Library of Psychology, Philosophy

and Scientific Method," many of which are extremely technical. Dutton's policy of fewer trade books worked out so successfully last spring that there appear only 42 trade books on that firm's 1932 spring list, the smallest in ten years. In 1929 Dutton presented 91 trade books in the spring; in 1930, 87; in 1931, 57. Now this company plans to publish about 120 a year, in contrast to a former average of 300. John Macrae, Jr. stated that the important reason for this reduction in the number of titles published was the thereby increased appropriation of money to spend on individual titles, and the increase in time and energy in which to work out adequate sales promotion plans for individual titles. This, he believes, gives a better opportunity to the bookstore for selling these titles and decreases the danger to the bookstore of buying books not properly presented.

One of the most successful publishers in presenting drastically shortened lists is Little, Brown & Co., who have followed this policy for more than a year. Herbert F. Jenkins, Vice-President of Little, Brown & Co., states that with 26 fewer new books last year than the year before, their *new* book sales were larger than before. This company has, too, worked out an explicit plan for marketing their new books through the bookstore, with the ultimate consumer as the target.

This sort of promotion work is based upon two principles—less "ballyhoo" in advertising, both to the trade and to the public, and definite presentation of the markets for individual books to the bookstore. Following out both principles, Little, Brown & Co. prepared catalogs, in 1931 (in mimeographed form) and 1932 (in printed form), for the bookstores, catalogs which described their new books in outline form. A section of this year's catalog is reproduced here. Needless to say, "ballyhoo" is entirely absent. Books which are obviously not suitable to every outlet are not urged for universal sale, but their particular appeals are stressed. One page is given to the books of each publication date. Across the top are the titles of the books, authors' names, paging, size and price. Under each title are brief comments, some of them guaranteed to bring a smile to the weary bookstore-buyer, in answer to the general questions in the column on

the extreme left. These replies tell what the book is about, its classification, its probable sales, its market, its suitability for public and rental libraries and special displays planned for it. Mr. Jenkins writes also of a definite plan to enable booksellers to market "A Basis of Stability" by Samuel Crowther, to be published on March 4th, as one of the six books which this firm publishes monthly. He adds no further details of this plan, but says it is along the lines suggested by the Cheney Report.

Many other publishers in advertising to the trade carry out and have been carrying out for some time the theory of frank, confidential descriptions of books instead of overstatement about their qualities. The "Inner Sanctum" advertisements which Simon & Schuster have printed ever since the establishment of the firm, are splendid examples of this "confidential" method of trade publicity. D. Appleton & Co. have recently adopted an outline method in their trade advertisements which sketches "Market," "Story" and "Author" for the benefit of the bookstore-buyer. A glance over publishers' current trade advertising is convincing proof that straightforward presentation of titles and the absence of overstatement is the modern method. In last week's *Publishers' Weekly* see *Morrow's* advertisement on page 476, telling four reasons why they're publishing and bookstores can sell "And Now Good-Bye" by James Hilton. Two pages further on Brewer Warren & Putnam advertise five books, each of which, they say, has been carefully selected and prepared for a definite audience. On the next page Houghton, Mifflin & Co. follow their recent policy of advertising just two books, one in advance, one recently published. Turn over the leaf and you find a Harper advertisement of a book which has been out a few months, one whose sales are steadily increasing, "Can Europe Keep the Peace?" by Frank H. Simonds. In graphic form are presented the retail outlets and the methods which the bookseller can use in marketing the book. On page 21 of *The Retail Bookseller* of February 1st, Doubleday, Doran & Co. show "Your buying guide for profitable spring business." In the list of their new books beneath, ratings are given for certain outlets on each book, and a frank report of the number of copies

the company is publishing. These advertisements are only a sample gathered from the most recent trade advertising as an indication of a general new note.

Harcourt, Brace & Co. have, for some time, made a special point of discarding adjectives from their advertising and book-jackets, in a successful attempt to avoid overstatement. Their blurb-writers try to tell what the books are about in simple language, for busy people. The descriptions in their trade catalogs are worded so that the busy clerk or bookstore manager can realize at once the purpose of the

books and the class of buyers for whom they are intended. Mr. Gehrs, Sales Director of Harcourt, Brace, made a further comment upon the recommendations and results of the Cheney Report, which, because it was concerned with the bookstores' problem of overstock, a matter directly connected with distribution and promotion methods, is pertinent here. Mr. Gehrs believes that the Cheney Report has resulted in bringing about better cooperation between the bookstore and the publisher in the consideration of their mutual problems. One specific plan, now being carried out, which he thinks will solve the bookseller's overstock burden, through the cooperation between publisher and bookstore on remainders, is the plan worked out by the A.B.A. and the R. R. Bowker Company. He says that if the bookseller will buy twice a year from the publishers' remainders listed by the A.B.A., have a clearance sale of his own stock and that which he has just purchased

March 4	My Jungle Book Herbert S. Dickey 285 pp. 6 x 9 in. 18 ill. \$3.50	A Basis for Stability Samuel Crowther and others Approx. 300 pp. \$3.00
What Are They All About?	Dr. Dickey, after several attempts, last summer discovered the source of the Orinoco river. This is the story of an explorer without illusions, of exploration as it is <i>not</i> in the Sunday Supplements.	A brilliant array of leaders in our basic industries express themselves as to the means of achieving a sane degree of prosperity and avoiding periodic depressions.
Where Do They Fit?	With the most exciting of your true adventure stories.	With your very important books on current affairs.
How Big Are They?	The effect on the reader is of a man telling things that he just has to get off his chest. Has a very good chance to appeal to the reviewers and the public.	If it clicks—the sky's the limit. We'll do all we can to make it click.
To Whom Can You Sell Them?	To every man whose wife has attended a lecture by Halliburton.	Executives may easily buy this book in quantities to distribute. That sort of business is worth going after.
Public Libraries	Yes.	Yes.
Rental Libraries	Yes.	Larger Libraries—Yes.
Displays	Perhaps.	Decidedly—write for special display material.

Little, Brown & Co.'s bookstore catalog describing books in outline form

at very much lower cost, he can take a profit on the publishers' remainders which will cover the loss on his own overstock. Mr. Gehrs believes that return to the publishers of overstock is not the solution of this problem, as it will simply put these books back into the remainder market.

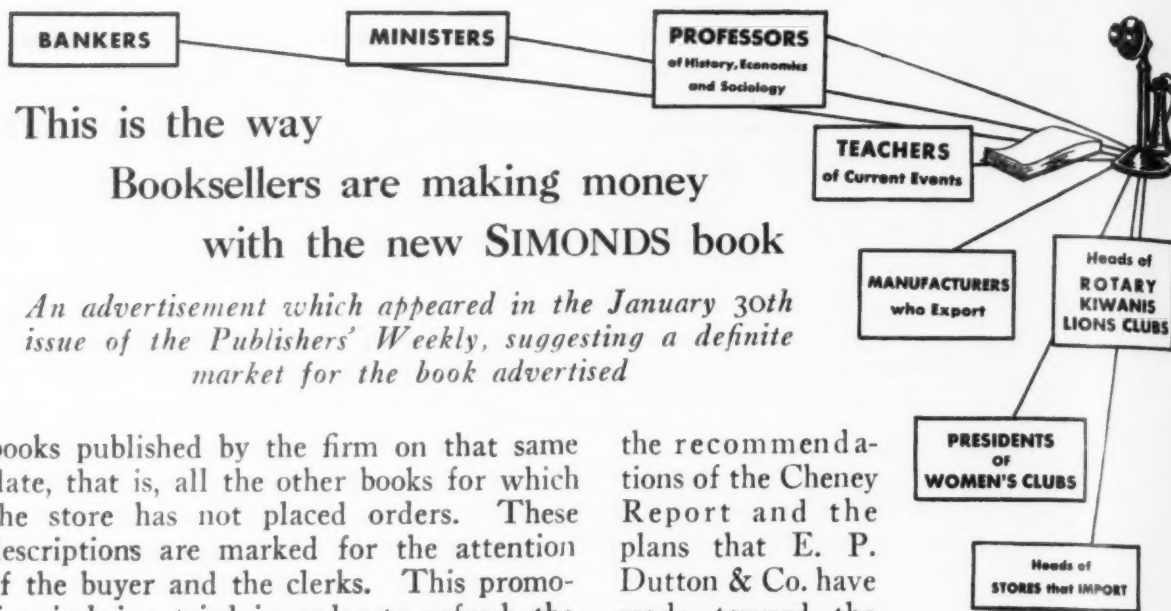
An opposing view to his is that of the Viking Press, which announced a little over a week ago a new sales policy providing for the return of unsold books to the publisher. In making the announcement, the Viking Press stated, "This program has been contemplated for a

long time, has been discussed at length with officers of the American Booksellers' Association, as well as many others interested in the welfare of the trade, and it has been finally formulated after due consideration of the recommendations in the Cheney Report.

"It is designed to remove from the booksellers the bulk of their present risk in buying merchandise which is to them an unknown quantity."

It is not the purpose of this article to argue for or against either of these two views of the situation, but to point out the fact that steps are being taken by almost every publisher to market the new books to the best advantage with the bookstore and its outlets in mind, instead of merely loading as many books as possible on the shoulders of the bookseller.

An experiment which Harper & Bros. is just trying out is that of mailing with the bill for the books which a store has previously ordered, descriptions of all the other



This is the way
Booksellers are making money
with the new SIMONDS book

An advertisement which appeared in the January 30th issue of the Publishers' Weekly, suggesting a definite market for the book advertised

books published by the firm on that same date, that is, all the other books for which the store has not placed orders. These descriptions are marked for the attention of the buyer and the clerks. This promotion is being tried in order to refresh the minds of the buyer and the clerks about the books of which the Harper traveler told them some months before.

Raymond Bond of Dodd, Mead & Co. states that the policy of his company is not fewer books but more good books. In connection with the promotion of individual titles, he is developing the use of highly specialized mailing lists. A circular is sent out about once a month to a large number of people, apt to be interested in a certain book, and urging them to go to their bookstores and there examine the book. The latest book to be circularized in this fashion is the Newton D. Baker book. While results from mailing lists are very difficult to determine in this case where no direct orders are returned to the publisher, Mr. Bond believes they are more effective than newspaper publicity in stimulating buyer interest.

Farrar & Rinehart have adopted a new plan which they believe will give prominent and prompt representation to their new non-fiction books. In a letter to the trade they state that they are accepting the fact that the bookseller has a difficult problem in selecting from the new non-fiction titles, as non-fiction cannot often be judged by author. They will, therefore, send to any responsible dealer a copy of one each of their new non-fiction at half trade price, not returnable. They announce that they will have 18 general books in this classification during the season.

John Macrae, Jr. talked at length about

the recommendations of the Cheney Report and the plans that E. P. Dutton & Co. have made toward the promotion of books without overstatement and with the retail outlets in view. The Cheney Report, he said, criticized the publishers for not giving enough time and money to presenting their books properly to the bookseller, especially through the various trade mediums and for making it difficult for the bookseller to buy, because he is muddled by overstatement and over-enthusiasm. Because of these criticisms he said that Dutton would try to present their books to the booksellers without over-enthusiasm in their new bi-weekly bulletin of news and information about past and present performance rather than predictions of evaluations of merit. This bi-weekly bulletin, he said, will appear on the inside back cover of the *Publishers' Weekly*, as a first step in following the Cheney recommendations for more informative trade advertising. This he hopes to make the medium of a constant stream of information about future books or those selling well at the time. Based upon careful study of the books, it will contain specific information about the subjects of the books, their markets, how to reach those markets, their retail selling points, and any special promotion in the way of advertising and displays that will be given to them. This should be very useful to booksellers as an aid to buying.

Tear this off

Clip it to your letter-head—Mail it to Mr. RAPPAPORT, HARPER & BROTHERS, 49 E. 33rd St., New York—for a copy of a short, compact, telephone sales talk which has demonstrated its effectiveness in selling this book

Breaking Down the Bunk in Dealer Contacts

Storer B. Lunt

Sales Manager, W. W. Norton & Co., Inc.

IN the past twenty years the history of the book traveler has paralleled the evolution of the book business. We have witnessed the passing of the picturesque methods of the drummer, that hale and hearty blustering of boom times, born of the eighties, full of the gusto of the prairies. That procedure was the product of the times. Distances were great. Traveling was slow and visits infrequent. The life was rugged, methods were necessarily rugged, the drummer's coming was hailed as an event and he would take his time and sweep in orders for six months at a crack that would make the jobber of today envious. He had to know his trade. They had to know him. It worked.

That method served its term and was followed by the technique of the traveling salesman, the unimaginative product of statistics, with sales charts, and high pressure. Big Business was the god of the country. Very well then, it would be applied to the booktrade and the selling job was to bring back fodder for the presses. The traveler was told what to do; he did it. Somehow it, too, worked. His slogan was, "Beat last year's figures and you get a raise." That was success. And now that method is all over.

In the last few years as the book business has taken on the complexity of modern business, the book traveler has become the publisher's representative, in spite of himself. I am not unmindful of those who have been through it all, yet who have always kept completely contemporary and abreast of the times:—the Corriganes, the Gaskells, the Bergers, the Porters. These gentlemen are travelers, indeed, and some day one of them will dip into the past and write of the romance of the road, the one night stands, the local color, the

big stakes, the characters, the close-up of history in the making. A decade ago everyone in the trade knew the handful of travelers. Today we are legion. We of the fraternity may add to the gaiety of the nation, but we cannot forget that we can too easily add to the confusion of the times. Our position is not clear cut as it used to be, yet those who think that the traveler's day is passing and his importance diminishing are not aware of the vital rôle that the book traveler can play. For many a year the traveler will still be necessary to every line of merchandise in this country.

Traveling today is just as much a profession as any other department of publishing. It can be made as interesting and fully as effective as any phase of the book business. A publisher must regard his sales staff as of as much importance as any of the rest of his personnel. The selection of a salesman is a matter of real concern. Road experience is by no means his chief asset, yet this is apt to be regarded as a sufficient qualification. The traveler can no longer be told precisely what to do. His job is no longer limited to selling. He should expect direction, not commands. An intelligent sales force, and such is becoming increasingly possible, can pull a publisher over a lean season. A good salesman is synonymous with a good stock list. The two go hand in hand over the country. With a good salesman a publisher has all his old books, as well as his new, constantly working for him. In the stressing of continuity it is well to deplore the many seasonal changes in the sales personnel. In a moment all the knowledge and experience established between a salesman and the bookseller can be cut off from a thousand outlets. No new man can carry it on. It has to be rebuilt. We should

deplore the college graduate who is using the road solely for personal experience with an eye to an editorial chair. Serious sales damage has been done in this way in the south and middle west particularly, territory which may be made as interesting material to work with as any other part of the country. An apprenticeship of one year merely makes a traveler, not a book traveler.

Publishing houses don't begin to use their salesmen enough. A publisher should remember that by the very nature of his job, the traveler, who is his representative on the road, becomes the bookstore's representative when he is back in the house. The traveler is the eyes and ears of his organization. He is the subject of nationwide impressions which no swivel chair can command. The sales manager who disregards or does not encourage criticism and suggestions from the road, and is interested solely in the orders which come in, does not begin to realize his opportunity.

We are this year confronted with a situation entirely different from that in any other year. We cannot expect the bookseller to gamble to any greater extent than the publisher will gamble. Our visits will probably be less frequent. Yet we must know the trade better; and they, us. We must sell the book business as well as books. The traveler who has established a frank relationship with his buyer is going to get adequate representation of his books, and the publisher who has the books will get the business. More than ever the bookseller wants the straight on a book, just as we want the straight. He has a right to expect it. He will welcome good sound business tips, merchandising pointers, the means to new markets. They should be carried from city to city. And any traveler who loads a dealer is merely digging his own grave. He not only is pushing a bookseller off the map, but, further, he is doing a rank injustice to his fellow travelers.

Bookstores are tending to get away from overemphasis on best sellers. A bookseller whose shop is a mere depository for the best sellers is stifling his market. No longer will he attract his steady substantial customers, the individuals with reading habits which must be individually catered to. He may be constantly ignoring new markets for books with special appeal, that form of

creative selling by which new customers are made and new business built. Aside from keeping a business healthy, I'm not sure but this represents the best fun and the greatest satisfaction in the whole process.

No publisher has a right to transfer his mistakes to the bookseller. He has no right to expect a salesman to put over a plug or to blame him for not putting it over. A seasonal shift of salesmen will not remedy that situation. Far better to pocket the loss at the source than to build up future resistance. For resistance is commensurate with pressure, another of our economic inheritances which must be broken down. The salesman more than the publisher realizes how important other publishers, other salesmen, and other books are. He realizes that his success is dependent on the book business as a whole and that his list, good or bad, will not seriously alter the entire situation. He must be aware of other publishers' books. If the publishers cooperated as salesmen of different houses cooperate, the industry as a whole would be in a healthier state. A good traveler is a good reader. If he does not read, it nearly always follows that the book is dismissed entirely from his consciousness and hence from his orders, when its first season is past.

Today, the traveler looks to his list. He must evaluate it honestly with himself in terms of his particular trade, and to do so he must know what is between the covers of his books, not merely what an editor may have had to say of it. To over-sell or to under-sell is to his disadvantage. He must know the reason for the book and the market for that book. If he or his publisher cannot answer these questions, the publisher will learn at the end of the season instead of the beginning that the book should not have been published with any expectancy of immediate seasonal profit.

With all its manifest excellence, the Cheney report on travelers seems to me largely based on conversations, a confusion of quotations yanked out of their setting, and one sweeping observation and conclusion. He gathers that we travelers represent probably as high a level of sales personnel as is to be found in any industry, yet we employ "everything but facts." To understand the traveler's problems one

must take into account his antecedents. Does Mr. Cheney realize that many book-sellers of today received their training in the old drummer and traveling salesman days? Does he realize that we have to meet these men on their own grounds, that the vernacular of selling may be a language quite apart, that it may be a language as separate as advertising, that facts before a book is published are quite another set of facts: from those beyond the hurdle of a publication date, new facts resulting from reviews, advertising, and public opinion? Mr. Cheney has spotted the bunk all right, but he doesn't seem to have sensed some of the facts.

Our job is increasingly interesting as it becomes increasingly complex. Our job may be increasingly effective as it takes on responsibility. To a greater degree than is generally conceded, the book traveler

today is the publisher himself in the field. Certainly he is the territorial sales manager. The book pioneer of the frontier is past. The pioneer in the field of knowledge, intellectual pursuits, or pleasurable pastime in books is always on a new threshold. Stuart Sherman's remarks at the Book-sellers' Convention in St. Louis in 1926 still have a completely contemporary ring:

"I am not a bookseller, but I sometimes wish I were, for the future of bookselling in the United States is immense. You have a commodity which all intelligent people need. What more can a salesman desire to fill him with optimism, and enterprise and imagination. I say the future of book-selling in the United States is immense. It has no limits short of over 110 millions."

Stuart Sherman never took an order, yet it can be said that he sold a stack of books.

Traveling by Automobile

Sumner H. Britton

FOR the past four or five years, I have made the larger number of my trips by car, and have continued to do so unless road conditions made travel by this means prohibitive. During this time I have covered practically all sections of the country, and only last summer made a round trip to the Pacific coast. Therefore I believe that I can truthfully say that I have encountered all types and conditions of road travel, from the three lane boulevards to the one track dirt road that only needs rain to obliterate it entirely. Still for comfort I prefer the car as a general mode of travel to the train.

To many people the thought of driving to the coast was rather unduly to seek out punishment, and I planned to take a party of four (my wife and two children). To many the whole proposition seemed rather absurd. The results, however, were quite satisfactory; we were able to hold to our original itinerary; and all of us enjoyed good health.

For many years the car has proved its worth for pleasure and business, and in many sections of the country, such as New

England and the Middle West, it is even more efficient than the train for quick coverage. It eliminates waiting for trains when work has been completed. Distances on the average are not more than three to six hour's drives, but on occasions, as in the Middle West, where there is a long trek to be made, it can generally be fitted into the week end. In the heat of the summer it is the only way to travel. I am sure that those of us who formerly used the train can well remember the numerous occasions where the choice lay between climbing aboard a sweltering sleeper and awaiting the engineer's pleasure or sitting through a couple of not so good movies in order to postpone the inevitable. Then, too, there are other disadvantages of train travel. For example, consider the means and ways by which one goes from Des Moines to Cedar Rapids. If you take a full day in Des Moines, you leave some time after dinner and ride to Ames about an hour out. There you haul out your baggage and wait for ten minutes or so for your connection. This train when it arrives will deposit you in Cedar Rapids

along about three A. M., when you have the pleasure of sleepily finding your hotel and about four more hours of rest. By car this trip is as simple as any other, and it is no trouble to arrive at Cedar Rapids at any reasonable hour you select.

In regard to the cost of car operation, there is little difference between this method and travel by train over a two year period. To arrive at car costs, it is necessary to figure the initial cost, the depreciation on the investment (assuming the car is efficient for two years), the interest, if the car is purchased on the time payment plan, an allowance for general repairs, and finally gas, oil, greasing, and housing for the car each night.

If two men who were congenial and representing non-competitive houses, used one car and shared alike in all expenses, the cost would drop materially, and travel by car would be a great deal cheaper than by train.

Again referring to my last trip to the Coast and return, perhaps I can best cite the advantages of traveling by car, in giving a general résumé of the itinerary that we followed.

We left New York on a Saturday in order to drive to Cleveland without undue pressure, and arrived there Sunday in time to make such preparations as were needed for the first working day. If I recall correctly, Cleveland was a one-day town that particular trip and so I left around five in the afternoon, and we made Toledo that evening, the next place on our schedule. The distance is only about one hundred and twenty-five miles, on an excellent road that skirts the shore line of lake Erie, and taking time out for a snack to eat, it is possible to make the distance easily in four to four and a half hours. The next day we finished in plenty of time to get to Detroit, make all dates, and Ann Arbor, next in line, is only about fifty minutes from there. From there we went to Chicago where we stayed long enough to save the next weekend for the trip to Minneapolis and St. Paul. Once more the car was a big help in getting out ahead of schedule, so that we arrived in Kansas City on time, when normally we would have dropped a day.

From Kansas City we had a long jaunt across the wheat fields of Kansas to La

Junta, Colorado, where we first sighted the mountains looming up in the distance. Travel through the mountains was a great surprise, for the roads were excellent and almost all of the grades of the traveled highways were not over five to six percent in the climb or descent.

Perhaps the worst single stretch of road that we encountered was while we were crossing the Red desert in Wyoming between Denver and Salt Lake, where we had over four hundred miles of detours.

From Salt Lake to Spokane, Washington, we had more desert, but this was a garden of Eden in comparison, and we enjoyed immensely this hop of over nine hundred miles. It was in that part of my itinerary that I made a grave error as I had only allowed one day, and the trip took the better part of three.

From Spokane to Seattle, we did much in the way of mountain driving, and saw plenty of the scenery written about in travel books. Another amusing incident occurred when zooming around a curve of the road, we had to jam on the brakes or mangle with a herd of cattle that entirely blocked our way.

I might add by way of information, that anyone contemplating such a tour, will find upon most occasions, numerous camps of well-built cabins, which provide all of the conveniences of hotels, and are far more pleasant to stay in when on the road.

The roads from Seattle on down the coast are as fine as to be found anywhere, and generally there are several choices as to routes. I recommend by all means, the Redwood Highway from Portland to San Francisco, and in the summer time the coastal routes from there to Los Angeles.

In San Francisco, the car once more speeds things up, as it is possible to do the surrounding area in much quicker time than is normally required.

From San Francisco we went to Los Angeles, and as in San Francisco, the car again cuts days off the regular scheduled time in doing the environs of the city.

We returned through the Southwest, taking in Arizona, New Mexico, and then back into Colorado, Kansas and from there headed north to Chicago for a day's stop-off. New York seemed but a little distance compared to some of the jumps we had made, and so once more back home.

In and Out of the Corner Office



At the speakers' table during the monthly dinner of the Booksellers' League. Left to right: Thomas Dixon, John Macrae, Jr., Captain Willemse and John Mulholland

IF we do not fight bad books, we'll have censorship and we will never get rid of it," Thomas Dixon, co-author of "The Inside Story of the Harding Tragedy" told the Booksellers' League at a recent meeting in the Brevoort Hotel, New York. Mr. Dixon also said that he had opposed censorship for fifteen years and that he had appeared before legislatures of eight states to fight censorship bills, but that he now felt that there was some justice on the side of those who proposed government censorship. Captain Cornelius Willemse of the New York police force, whose book, "The Line-Up," will be published some time in the near future, told stories of missing persons and the headquarters line-up, and John Mulholland entertained with tricks of magic. John Macrae, Jr., president of E. P. Dutton & Co., presided. ❀ ❀ ❀

Charles H. Denhard & Company have recently announced that the name of the

firm will hereafter be known as Denhard, Pfeiffer & Wells, Inc. This change is merely in name, inasmuch as the personnel, character and activities of the organization will remain exactly as before. The work of the Denhard Company is well known to the booktrade, as they have conducted campaigns for such "best-selling" authors as James Branch Cabell, Zane Grey, Bruce Barton, Richard Halliburton, Pearl S. Buck, Ethel M. Dell, Anne Parrish, Martin Johnson and Harold Bell Wright. Officers of the firm are J. C. Pfeiffer, president; Charles H. Denhard, vice president and treasurer, and William H. Wells, secretary. ❀ ❀ ❀

G. P. Putnam's Sons have announced this week the appointment of Marion Fiery and Welden O. Reynolds to their staff. Miss Fiery is one of the best known editors of children's books and was responsible for building up the juvenile list of A. A. Knopf, where she was in charge of the



Manon Fiery, in charge of juvenile department of Putnams

children's book department until the end of the past year. She will assume the same position with Putnam's. Mr. Reynolds, who has been on the editorial staff of the *Publishers' Weekly*, will direct advertising, promotion and general publicity work. He will take the place of Lynn Carrick who has assumed the editorial duties of Winfield Shiras, who recently resigned from the editorial staff of the firm to take up residence abroad. ❀ ❀ ❀

Awards in the play-writing contest held jointly by the Drama League and Longmans, Green and Co. have been recently announced. To Elmer L. Greensfelder of Baltimore goes the first prize of \$500 in advance royalties for his three act play of Pennsylvania witchcraft, "Broomsticks, Amen." This play will be published by Longmans, Green and Co. The second prize of \$150 for the best religious play was awarded to Rita Benson of Chicago for her play, "Carrots." ❀ ❀ ❀

Hurd Whitney of *Scribner's* writes, apropos of traveling by automobile: "As far as New England is concerned, it is the only way to travel if the line is as large as the Scribner line. There are so many small shops within comparatively short distances of one another that expenses can be

paid by making several of them in one day this way, whereas it would be impossible by train or bus. And then from the personal standpoint an automobile is much better as it keeps one in the air and is much healthier. . . . As far as 'personal experiences' are concerned, they are concerned mainly with the thrill in beating substantially train times between towns!" ❀ ❀ ❀

From Virgil Steed, Southern salesman for Bobbs-Merrill, Cape & Smith, Sears, and Brentano, comes the following comment on bookselling:

"The main element in successful bookselling or anything else, for that matter, is enthusiasm. There is a great sense of adventure about books easily imparted to others through enthusiasm. . . . It is an honor and a pleasure to recommend good books to people. You are sharing your companions with them. . . . Once in a while I have the sad experience of calling on a bookseller who says, 'Oh! I never have time to read anything!' How does he have time to be in the book business? How can anyone sell anything he never uses himself? . . . It seems to me the book business could profitably hire a cheer-leader or promotion director, such as Will Hays in the movie industry." ❀ ❀ ❀

"The best retail booksellers I know in America," continues Mr. Steed, "for selling one particular title are Elsie Stokes and Alice Stockell of Nashville, Tenn. These good ladies not only sell books, but they render a great service to their community. They discover an extra good book, such as 'The Good Earth' or 'A World Can End' or 'The Story of the Confederacy' and they bring that good book to every person that they can reach in any way. Not only do they sell books but they promote books in such a thorough way that they make their whole city book-conscious, and inevitably help the other booksellers in their community also. A pet idea of mine is that the buyer should always be in direct charge of selling the books that he buys. How can a buyer, who never sells, intelligently buy?" ❀ ❀ ❀

William Morrow & Co. announce that beginning at once they will act as sales agents and distributors for the publications of William Farquhar Payson, Inc. The Payson books already published and those announced for the spring are now being

offered throughout the country by the Morrow selling organization and Mr. Payson is now working on what promises to be an interesting fall list. Mr. Payson has moved his headquarters to 386 Fourth Avenue. ❀ ❀ ❀

A. Wessels, well-known traveler for A. C. McClurg, Orange Judd Co., and Isaac Pitman & Sons, has been seriously ill for the last six months at the Lenox Hill Hospital. ❀ ❀ ❀

Robert E. Speller, formerly president of the Mohawk Press, is starting business again under his own name, at 256 Fifth Avenue, New York. His first book will be a biography of Mayor Walker. ❀ ❀ ❀

Edwin Valentine Mitchell, Inc. announces that the name of the corporation will hereafter be The Lewis Street Bookshop, Inc. Mr. Mitchell retired from the firm a year ago to devote his time to other interests. The shop is located at the old premises, 27 Lewis Street, Hartford, Conn., and the management remains the same. Officers are: J. T. Soby, Pres.; Cedric Ellsworth Smith, vice-president; Lewis H. Stedman, secretary; Elva B. McCormick, treasurer. ❀ ❀ ❀

For the three best letters telling which is the best short mystery story in Carolyn Wells' "The Best American Mystery Stories of the Year, Vol. II" the John Day Company is offering prizes. The contest is open to librarians and library workers. Stories in the omnibus volume are not arranged according to merit. First prize will be \$25; second prize, \$15, and third prize, \$10. ❀ ❀ ❀

Reviews of the following books were broadcast Tuesday evening, February 2nd, over Station WFI in Philadelphia by Dr. Harry Emerson Wildes, Literary Editor of the *Public Ledger*: "Drums in the Dawn," "These Restless Heads" and "Mary's Neck." This is a monthly feature of the Philadelphia Booksellers' Association presented under the auspices of the Philadelphia Chamber of Commerce. ❀ ❀ ❀

Arthur Chase of Dodd, Mead & Company, who became an author this year with "Party at the Pent House," is to be congratulated both as an author and a publisher, because his book has gone into the fourth printing, and the fourth printing in this case means that sales of over 5,000 have been completed. ❀ ❀ ❀



Weldon O. Reynolds, advertising and promotion manager of Putnams

Scott, Foresman and Company, whose home office is in Chicago, announce a change in the management of the New York office. C. E. Keck, a native of "up-state" New York, who began his textbook experience with D. Appleton and Company and who was in charge of the New York office of Scott, Foresman and Company for the past twenty years, has resigned. He now is devoting himself to special work for the company, which will include occasional trips overseas where the company's business the past several years has been growing steadily. Mr. Keck has been succeeded by A. G. Brooker, another "up-state" New Yorker, who also has been with the company for nearly twenty years. ❀ ❀ ❀

A testimonial dinner to Mr. Yusuke Tsurumi, distinguished Japanese author, will be given at the Town Hall Club, New York, on Tuesday, February 16. The occasion for the dinner is the publication of Mr. Tsurumi's novel, "The Mother" which he first wrote in Japanese and later translated into idiomatic English. Rae D. Henkle will publish it.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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LOUIS C. GREENE Advertising Manager

February 6, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

What Readers Think of Publishers

THE questionnaire which George Oppenheimer of the Viking Press prepared for the *Saturday Review of Literature*, printed in the issue of December 19th, has created almost as much stir as the Cheney Report. The questions were designed to show whether or not people were buying fewer books and what black thoughts, if any, discouraged the reader from spending his money in bookshops.

Of course, the *Saturday Review* audience is pleasantly disposed toward reading and owning books. That should be taken into account at once. And, the questionnaire, in a way questionnaires have, sometimes seems to expect one answer rather than another. But even with these cautious reflections in mind, the answers are often surprising and for the most part comforting. Although 920 readers are not buying as many books as ever, 438 are; and 550 are only buying because they can't afford to buy more as compared to 554 who are not buying for other reasons. And there are overwhelming majorities who testify that neither radios, magazines, book clubs nor movies can separate them from the buying of books, nor are these majorities deterred because they "feel that the

moral tone of literature has been lowered." The bookseller can read through these questions and answers and smile a well-pleased smile. Question 13 was designed as the hurdle for him to catch his toe on. It has three parts: "Is the bookstore failing to serve you properly?" 255 said "Yes"; but 1060 said "No." "Would you buy more books if a bookstore were more accessible?" 279 said "Yes"; but 967 said "No." "Do you feel the need of more bookstores?" 244 said "Yes"; but 1049 said "No."

The most interesting part of the discussion concerns publishers' advertising. It is when they consider this aspect of the selling of books that *Saturday Review* readers grow indignant.

Asked whether publishers' advertising failed to whet their appetite for the books advertised, 606 readers said "Yes"; 563, "No." Asked whether publishers' advertising was too full of overstatements to continue to enlist their faith, 1050 said "Yes"; 257, "No." Asked whether publishers' advertising is dishonest in its appeal, 734 said "Yes"; 421, "No." "Well may the publisher pinch himself," says one commentator, "but he will pinch in vain."

Ben Ray Redman in the *Saturday Review* which will be published today will comment at length on this phase of the questionnaire. He says: "That it is not wholly justified I am convinced, and I think that those who have made the charge would agree to this upon further study of the subject. They have indulged in the very kind of overstatement that they so roundly condemn. When they say 'publisher's advertising' they really mean *some* publisher's advertising. They have been sufficiently impressed by the bad to overlook the good. And that is the important fact to keep in mind, whether or not we agree with them. How much book advertising is good, and how much is bad, I do not pretend to calculate; but we have before us proof that enough of it is bad to convince the large majority of a group of intelligent book buyers that it is all untrustworthy. And that is an unfortunate situation for the publishing business. Correction is plainly called for. What kind of advertising is it that has produced this impression, and can that kind be largely eliminated?"

More Hearings on Copyright

THE new Chairman of the House Committee on Patents, William I. Sirovich of New York, does not wish to proceed with further efforts in the House to enact copyright legislation without being assured and without assuring his Committee that there is really a demand for revision. For this reason, he is calling fresh hearings. Authors, publishers and others have been to Washington this week endeavoring to prove that revision is necessary.

The creators and users of literary material have so long operated under an out-of-date law that it is hard to conceive that there is need of proof, but every reorganization of the House brings up this question. The old law of 1909 was drafted before many of the modern uses of copyright had come into existence, and no author can feel safe under it, nor can users of copyright feel that they have a clear title when they represent an author or composer. No public performance rights were at that time conceived as applicable to literature, and, for this reason, the just right of authors to control the use of their material over the radio is denied except through courtesy protection, while full protection is accorded to music. And, besides these domestic difficulties, we have hanging over us the ever-present difficulties that come from America's not being a member of the International Copyright Union. That, above all things, ought to be settled, and at the earliest possible moment. It shouldn't require long hearings to convince the new Committee on Patents that a revision of the present law is necessary. The Authors' League was represented at the hearings by Inez Haynes Irwin, President of the League, Will Irwin, Chairman of the League's Copyright Committee, Luise Sillcox, Secretary of the League, William Hamilton Osborne, attorney for the League, Fannie Hurst, Rupert Hughes, Arthur Richman, Lyman Beecher Stowe, Margaret Widdemer, and a score of others. The argument of the book publishers was presented by Frederic Melcher, Chairman of the Copyright Committee of the National Association of Book Publishers, supported by Joseph Wharton Lippincott, of J. B. Lippincott Co.; W. O. Tufts of Rand, McNally & Company; and William Bissell of Harper & Brothers.

Expiring Contracts Help Shorten Lists

ONE of the reasons why it will be much easier for publishers to bring their list-making within reasonable proportions this year is the fact that, while in 1931 many books had to be published under what seemed to be well-studied contracts of a year or two before, there is little pressure now of early plans left over from the boom years; and every new contract for over a year has been studied and restudied to make sure that the book is decidedly worth printing. A book which may have been a very good book to plan on in 1928 or to contract for in 1929 might not have been quite so good a book to publish in 1931, and yet the agreement to publish forced, we believe, many such books onto a subsiding market.

Who Reads the Classics?

JUDGING by some studies that have been made in the St. Louis Public Library, the general impression that the classics are kept alive chiefly by college graduates is a somewhat mistaken notion. Booksellers might take note of this fact. Charles H. Compton, Assistant Librarian, who has been testing out reading interests, first by studying the reading records of the books of Carl Sandburg, then of William James, and then of Thomas Hardy, has now turned his attention to the classics. It was discovered that "The Odyssey" was taken from the library by a hairdresser, a saleslady and a salesman, a field engineer, a printer, a modern chariot driver, an advertising solicitor, an ad writer, a nurse and several wives of men of similar occupations. Similarly "The Iliad" was called for and apparently read by a printer, an accountant, two clerks, a cabinet-maker from Ethiopia, two bookkeepers, two architectural draftsmen, a stenographer, an insurance agent, two musicians, one vaudeville artist. Similar studies were made for Euripides and Aristophanes with somewhat similar results. In July, 1928, the *Publishers' Weekly* presented a survey which demonstrated the wide popularity of the classics in libraries and bookstores and among varied classes of persons. It was shown there also that interest in the classics was not confined to college graduates.

The Women's National Book Association

AT the fifteenth anniversary of its organization, the Women's National Book Association should be complimented on what it has done to stimulate the professional pride of performance in its group and better acquaintance, especially among those in New York who can come regularly to the monthly meetings. The annual banquets such as the one which will take place on March 10th at the Hotel Pennsylvania, have always been distinguished gatherings, attended by all the booktrade, both publishers and retailers. This year Miss Taylor, the President, has announced as among the speakers Dr. Albert Wiggam, Dr. Laurence Gould and Faith Baldwin.

This organization developed under the able direction of some of its early leaders, among whom were the proprietors of the famous Sunwise Turn Bookshop, Miss Madge Jenison and Mrs. Mowbray Clarke, and Miss Alice Dempsey, so long connected with Gimbel's in New York. Such group associations and regional associations such as the Philadelphia Booksellers' Association add much to the strength of booktrade organization.

Difficulties of German Publishers

THE German *Borsenblatt*, discussing current conditions in fiction publishing, emphasizes overproduction as the chief difficulty of that trade. The writer of the article, according to a review in the London *Publisher and Bookseller*, stresses the temptation to publishers to add to their lists in their anxiety to keep printing presses busy.

Advances on royalties are also causing difficulty, especially, as under German conditions, it may easily happen that two years elapse between the payment of advances and the receipt of payment on sales, as the stock of the bookstore is so often sent to booksellers on consignment. The article argues that if payment must be made in advance it should be in the form of an outright sale. The cost of financing the publication should be taken into account in calculating the possibilities of profit. A fruitful source of loss is the size of the edition. With the prices now set on fic-

tion, an edition of 10,000 is needed to bring a proper profit. If a book does not catch on, the sales will not exceed 800 to 1,000.

German publishers, says this article, are making trade terms to secure turnover at any price, but a trade discount of over 40% is only possible if editions are sold out regularly and quickly with no "remainders," while sending out "on sale or return" or with "right of exchange" adds materially to the amount of capital a publisher needs for his business and also to the cost of handling books, apart from the difficulty of knowing where he stands.

Encyclopaedia Fraud Stopped

THE Circuit Court of Appeals has supported the Federal Trade Commission in restraining the New World Cyclopedia, published by the Consolidated Book Publishers, from its present plan of selling. This Cyclopedia was using methods which have long been discountenanced in better offices of the subscription selling business. The judge commented that an analysis of the contract showed that it had been drawn by experienced hands with the obvious intention of perpetrating a fraud upon the subscribing public. He said that the contract led the public naturally to conclude that the books constituted a gift. "But if the facts had been really known to the subscriber, he, if only of ordinary intelligence, would in all probability have declined the offer, as the Cyclopedia was not new, up-to-date nor accurate." "The publisher's letter," continued the judge, "gave the impression that the set was being distributed for advertising, a few sets to every community free, and to certain influential people in consideration of their acting as local references to unpreferred subscribers." It was also pointed out that the subscriber was led to expect certain supplemental or research service and that the only provision for such service was one old man in New York. The price of this service was \$33.20, more than sufficient to cover the whole value of the work.

In closing, the judge said that false and misleading representation resulting in deception of the public was a matter which the Commission had power to prevent.

Who's Who Among the Travelers

The Abingdon Press

Travelers:

HARRY F. KEISER (New England).
W. N. EDWARDS (East).
W. C. PRICE (West and South).
J. J. RITT (Michigan).
E. R. HENDRIX (Chicago and North West).
C. B. PENNEY (Pacific Northwest).

Henry Altemus Co.

Travelers:

A. M. MACMILLAN (Pacific Coast and principal cities of West and East).
HAROLD A. PHILLIPS (Southern States).
WM. SCHWARTZ (New England, New York State, Pa., Ohio).

American News Company, Inc.

Travelers:

MILTON G. LANPHEAR (New York City and Brooklyn, large accounts).
ALBERT I. SCHWARTZ (New York City, Brooklyn and Richmond).
RAYMOND B. MCGOVERN (Bronx and Westchester).
A. W. MCCONKEY (New Jersey).
R. D. SIMPSON (Brooklyn, Queens and Long Island).

American Technical Society

Travelers:

D. N. MCCARL (General).

D. Appleton & Co.

Travelers:

G. E. CURRAN.
EMIL HEIKEL.
R. A. MACDONALD.
E. C. ATHERTON.
J. L. HAGAN.
LEON WELKER.
J. T. WITSIL.
F. A. CLINCH.
RYERSON PRESS (Canadian Agent for Trade Publications).

Association Press

Travelers:

WILBUR H. DAVIES (East, excepting New England, Middle West and South).
CARROLL E. WHITTEMORE (New England and Canada).

Avenline Press

Travelers:

WILLIAM F. HOBSON.
CYRIL W. STEPHENS.
EDWARD J. FLYNN.

The Baker & Taylor Co.

Travelers:

THOMAS J. DORAN.
HARRY HASS.
E. F. LA FONTAINE.
WILLIAM S. MCKEACHIE.
GEORGE F. RITTENHOUSE.
F. J. SHORT.

Barse & Co.

Travelers:

WM. HALDANE (Large Cities, New England, Texas, New Orleans, Atlanta).
WM. J. BARSE (Philadelphia, New York City, Pacific Coast).
S. S. DIAMOND (New York City, New York State, New Jersey, Ohio, Pennsylvania, West Virginia).
HORACE H. BARSE (New York City).

The Beacon Press, Inc.

Travelers:

W. H. DAVIES (New York, Southern and Middle States).
HERMAN A. NEWMAN (Chicago).
BERKELEY B. BLAKE (Pacific Coast).

Blue Ribbon Books

Travelers:

JOSEPH V. CARROLL (Principal cities New England and Middle West).
JACK D. HURDON (New York, Philadelphia, Washington, etc.)
LLOYD PASSAGE (New York and outlying cities).
WILLIAM POOLE (New York).
DESMOND FITZGERALD (West of Denver).
E. W. PORTER (Middle West).
H. A. SMITH (Far West).
JOHN C. VOSE (New England).
JOHN HATFIELD (Middle West).
CLARENCE E. JORDAN (Middle West).
M. L. ARNALL (South).
FREDERICK T. J. NUNAN (Middle West).
HENRY HALL (Pennsylvania).
R. U. CARRUTHERS (South).

HENRY K. YOUNG (East).
 H. BURGER (Long Island).
 E. KERRY (Westchester).
 H. BAUER (Massachusetts).
 McCLELLAND & STEWART (Canada).
 HENRY M. SNYDER (Far East).
 HAMISH HAMILTON (London and Europe).
 F. W. HURLEY (New England).
 FREEMAN LEWIS (New York).
 J. P. GEISSLER (Chicago).

Bobbs-Merrill

Travelers:

HOBART T. OLSEN (New York, Boston, Philadelphia).
 R. G. BAKER (Chicago, Cleveland, Pittsburgh, Rochester, Buffalo, Springfield, Washington, Baltimore, Trenton, Wilmington, Detroit, New York City).
 L. W. HARVISON (Kansas City, Southwest and Pacific Coast).
 A. H. HEPBURN (Middle West).
 VIRGIL STEED (Southeast and Atlantic States).

Albert & Charles Boni

Travelers:

PERCY A. LORING (Sales Manager)
 (Larger cities in the East and Middle Western towns and larger accounts in New York City).
 NATHAN BERLIN (New York City).
 MELRICH V. ROSENBERG (Southern States, smaller cities in the Middle West and New England).
 GEORGE J. McLEOD (Canada).
 HENRY HORWOOD (Europe).
 HENRY M. SNYDER (The Orient).

Boulton, Pierce & Co.

Travelers:

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 HARRY W. SULLY.
 LESLIE NOURSE.
 C. Z. HELLER.

Milton Bradley Company

Travelers:

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 FREDERICK SPAULDING.
 CHARLES JORDON.
 W. R. BUKER.
 CHARLES PAIGE.

NEW YORK AND NEW JERSEY
 FRED IMHOFF.
 W. L. MARTIN.
 FREDERICK FISCHER.

WM. McINNIS.
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MIDDLE ATLANTIC STATES

WM. W. CONNER.
 FRANK AUSTIN.
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 WILTON CONNER.
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PACIFIC COAST

L. VAN NOSTRAND.
 CARL JOHNSON.
 HARRY HALE.
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 J. VAN NOSTRAND.

Brentano's

Travelers:

JOHN T. HOTCHKISS (Pacific Coast).
 VIRGIL STEED (South and smaller cities of the Middle West).
 SAM L. CURL (New York City and large cities of the East and Middle West).
 MRS. C. GSOVSKI (Smaller accounts in New York City).

**Brewer and Warren, Inc.
 formerly Payson & Clarke, Ltd.**

Travelers:

EDWARD K. WARREN (Vice-President in charge of sales).
 RAY J. WHITEHEAD (New England, New York and Pennsylvania).
 JAMES L. CROWDER (Mid-Western).
 WILLIAM F. HOBSON (Pacific Coast).
 HENRY M. SNYDER (Orient).
 H. A. HORWOOD (Europe).
 THE RYERSON PRESS (Canada).
 JOHN T. FRENYEAR (South).

Bridgman Publishers

Travelers:

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 HARRY W. SULLY.
 LESLIE NOURSE.
 C. Z. HELLER.

A. L. Burt Company

Travelers:

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 EDGAR W. PORTER (Chicago, Pittsburgh and large cities in the Middle West).
 HARRY A. SMITH (Pacific Coast).
 JOHN C. VOSE (New England, Philadelphia).
 CLARENCE E. JORDON (West and North West except Pacific Coast).
 WILLIAM P. HALL (Pennsylvania).
 R. U. CARRUTHERS (South West).
 JOHN R. HATFIELD (Ohio, Indiana, Illinois and West Virginia).
 F. T. J. NUNAN (Territory covered by New York Central and Lake Shore Railroads and Upper Michigan).
 M. L. ARNALL (South East).
 HENRY K. YOUNG (New Jersey and Northern New York other than the towns on the New York Central Railroad).
 GEORGE J. McLEOD, LTD. (Canadian Agents).
 HARRY BAUER (New York City, Baltimore and Washington, D. C.).
 E. A. KERRY (New York City, Bronx and Westchester Counties).
 HARRY O. BURT (New York City).
 J. P. GEISLER (Chicago).
 ALBERT M. TRACY (Long Island, Brooklyn, N. Y.).

Jonathan Cape & Harrison Smith, Inc.

Travelers:

DAVID DUNLAP.
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The Century Co.

Travelers:

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 RAYMOND P. POGGENBURG (Larger cities in East and Middle West; New York City).
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 M. J. HANCHETTE (Southwestern States).
 B. B. FRANCIS (Southern States).
 A. WHELPLEY (Missouri, Kansas, Colorado).



DONALD PORTER GEDDES
Representing the Columbia University Press
 Donald Porter Geddes has been sales manager of the Columbia University Press since 1927. Formerly he was manager of the Book Department of Harvard Cooperative Society, in Cambridge, Massachusetts.

THOS. R. BEST (Pacific Coast States)
 JOHN A. CHARLTON (Sales Manager, N. Y.).

Edward J. Clode

Travelers:

MICHAEL S. MILL (New York City, Philadelphia, Boston and New England).
 EDWARD J. FLYNN (Principal Mid-Western Cities).
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Cokesbury Press

Travelers:

JOSEPH V. PILKINGTON (Religious Book Trade).
 CECIL D. JONES (Religious Book Trade).

Wm. Collins Sons & Co., Ltd.

Travelers:

D. CAMPBELL (New York City, Boston, Philadelphia, Baltimore, Washington).
 A. E. FRAHM (South, New England).
 GEO. SULLY (Principal cities Middle West and Pacific Coast).
 HARRY W. SULLY (Middle West).



ALAN H. GRAHAM

Representing Charles E. Graham & Company

Alan H. Graham was an ensign in the Naval Air Service during the war. After the Armistice, he immediately started at Charles E. Graham & Company. He has been general manager since Mr. Charles E. Graham's death and will shortly become president.

Columbia University Press

Travelers:

DONALD PORTER GEDDES (Sales Manager).
 EDWARD A. NOYES.

Congregational Publishing Society
 (The Pilgrim Press)

Travelers:

CARROLL E. WHITTEMORE (East, Middle West, South, Southwest and Canada).
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Covici, Friede, Inc.

Travelers:

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 JOSEPH A. MARGOLIES (New York City, Philadelphia, Pacific Coast, Middle West).

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MELRICH V. ROSENBERG (South, Pennsylvania, Middle West).

GEORGE W. JOEL (New York City, Newark).

HENRY M. SNYDER (The Orient).

Coward-McCann

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JAMES A. McCANN (Sales Manager, New York, Boston, Philadelphia).

JESSE M. CARMACK (Chicago and Middle West).

JAMES J. BELL (New York City and vicinity).

N. J. STEVENSON (South).

CLEMENT F. BENOIT (Coast).

E. D. BERGEN (Midwest).

C. H. BROWNLOW (New England).

HENRY M. SNYDER and LEON ARCHER (Orient).

HENRY A. HORWOOD (Continental Europe).

The Thomas Y. Crowell Co.

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GEORGE R. HOBBY (New York City, Philadelphia, Washington, Baltimore, Chicago, Buffalo, Rochester, Detroit, and Pacific Coast).

ERNEST J. BUNCE (New England, Pennsylvania, Middle States, St. Paul, Minneapolis, and the South).

ARCH H. NEWMAN, JR. (Toronto, Montreal, and balance of Canada).

Cupples & Leon Company

Travelers:

H. M. CALDWELL (Pacific Coast).

M. F. GALLON (Large Cities and New England).

WALTER T. LEON (New York City).

A. E. FELLER (New York City).

C. Z. HELLER (South and Middle West).

C. W. WALLACE (Middle West, Pa., New York State and New England).

HENRY M. SNYDER (The Orient).

The John Day Company

Travelers:

KENNETH H. MEEKER (New York, New England, Middle West).

HAROLD MORSE (New York and New Jersey).

WALLACE WACHOB (Pacific Coast and Southwest).

Devorss & Company

Travelers:

DOUGLAS K. DEVORSS, 843 South Grand Ave., Los Angeles, California.

Dodd, Mead & Co., Inc.

Travelers:

HOWARD C. LEWIS (Sales Manager).
J. RUSSELL LEWIS (Boston, Philadelphia and New York).
CLEMENT F. BENOIT (Pacific Coast).
JESSE CARMACK (Chicago and Mid-West).
NEVIN J. STEVENSON (South).
EDWARD D. BERGEN (Mid-West, New York and Pennsylvania).
CURTIS H. BROWNLOW (New England, New York).
EDWARD H. DODD, JR. (New York City).
WILDER HOBSON (New York City).
HENRY M. SNYDER (The Orient).
H. A. HORWOOD (Europe—except England).

Dodge Publishing Company

Travelers:

STANLEY WALKER (Sales Manager, Chicago, large middle western cities and Pacific Coast).
EDWARD J. VASS (Middle West).
LOUIS SOLOMON (South).



ARTHUR E. WETHERBEE

Representing Hale, Cushman & Flint

Arthur E. Wetherbee has been manager of the New York office of Hale, Cushman & Flint for six years. A native of Boston, he received his early training at the Pilgrim Press and the Harvard Cooperative Society.



GEORGE S. OPPENHEIMER

Representing the Viking Press

George S. Oppenheimer was one of the founders of the Viking Press in 1926. He sold books all over the country and is now Treasurer and Promotion Manager of his firm.

HENRY M. SNYDER (Orient).
GEORGE J. MCLEOD, LTD. (Canada).
HARRY B. DUNLAP (New England).

M. A. Donohue & Co.

Travelers:

WM. J. BYRNES (Eastern Territory and Middle West).
L. M. LEVY (New York City, Eastern States).
MACLEAN and SMITHERS (Canada).
P. J. FARRELLY (Pacific Coast).

Dorrance & Co., Inc.

Travelers:

WILLIAM F. HOBSON (Pacific Coast).
W. H. DORRANCE (Sales Manager, East).
J. R. HOUSTON (Middle West).

Doubleday, Doran & Company

Travelers:

G. V. SEIFFERT (New York, Boston and Philadelphia).
E. H. ZIEGLER (Rochester, Buffalo, Cleveland, Detroit and Chicago).
W. A. BRITTON (Pacific Coast).
W. T. HOPKINS (New England and New York State).
JOHN A. BELL (Larger Middle West).
G. A. HECHT (Smaller Middle West, New York and South).

Duffield & Green*Travelers:*

JOHN S. CLAPP (Central West).
 WALLACE WACHOB (Pacific Coast).
 RAYE BIDWELL (South and Middle West).
 GEORGE W. STEWART (Sales Manager,
 New England, Baltimore, Philadelphia,
 Washington, New York City).
 RAY HEALEY (Middle West).

E. P. Dutton & Co., Inc.*Travelers:*

CHARLES G. GIFFIN (Chicago and West
 Coast).
 ALBERT P. MITCHELL (New York City,
 Boston, Philadelphia).
 JAMES F. HEIDELBERGER (New York City
 and Eastern States).
 CARLETON E. McMACKIN (New England
 and Middle West).
 JOHN D. MCGREW (Educational and Li-
 brary Books).
 CARL J. SMALLEY (Middle West and
 West Coast).
 SUMNER BRITTON (South and part of
 Middle West).
 MELRICH V. ROSENBERG (South, Middle
 West and part of New England).
 NEWMAN and WALLER (Canada).

Farrar & Rinehart, Inc.*Travelers:*

STANLEY M. RINEHART, JR. (New York
 City).
 DAVID BRAMBLE (Chicago, Pacific Coast).
 RICHARD G. MAY (New England and
 Middle West).
 J. W. CORRIGAN (New York, Boston,
 Philadelphia).
 MELRICH V. ROSENBERG (South, New
 England).
 OXFORD UNIVERSITY PRESS (Canada).
 HENRY M. SNYDER (The Orient).
 GEORGE W. O'HARA (New York City,
 New Jersey).
 H. A. HORWOOD (Paris).

Funk & Wagnalls*Travelers:*

A. M. FLETCHER (Greater New York and
 Middle Western Cities).
 ARTHUR J. CROWLEY (Eastern States).
 GRAHAM H. BEEBE (Pacific Coast).

Sam'l Gabriel Sons & Co.*Travelers:*

J. SIDNEY ADAMS (New England).
 T. K. BAGSTER (Australasia).

HAROLD A. CLARK (Greater New York,
 New York State and New Jersey).

CHARLES A. CONRATH (New York and
 Pennsylvania).

B. A. GABRIEL (Middle West and
 Canada).

MICHAEL LYONS (Middle West and
 Pacific Coast).

HENRY M. SNYDER (Hawaii and the
 Orient).

CHAS. Z. HELLER (South and Middle
 West).

C. W. WALLACE (Middle West).

Garden City Publishing Company, Inc.*Travelers:***Eastern Office.**

CHARLES ALDRICH.
 GERARD A. BURKE.
 H. E. LOIZEAUX.
 JOSEPH MARKS.
 CHARLES MARSHALL.
 MANUEL SIWEK.
 B. T. UREN.

Chicago Office.

S. L. DORSEY (Manager).
 J. E. GOODWIN.
 R. M. RUNYAN.
 R. D. SPENCER.

Pacific Coast Office.

FLOYD H. NOURSE (Manager).
 S. H. VOSS.
 F. C. TUSKA.

Orient

HENRY M. SNYDER.

Europe

H. A. HORWOOD.

Charles E. Graham & Co.*Travelers:*

ALAN H. GRAHAM (New York, Boston,
 Philadelphia, Chicago, Pennsylvania).
 M. BRUCE HOVENDON (Large Western
 cities and Middle West).
 JOHN COYLE (From Kansas City West).

Greenberg, Publisher, Inc.*Travelers:*

ROBERT SIMON (New York, New Eng-
 land and Middle West).
 JOHN T. HOTCHKISS (Pacific Coast).
 GEORGE J. MCLEOD, LTD. (Canada).
 HENRY SNYDER (Orient).

Hale, Cushman & Flint*Travelers:*

LYMAN M. HUTCHINS (New England).



JOHN D. MCGREW

Representing E. P. Dutton & Company

John D. McGrew has been associated with E. P. Dutton & Company since 1924. He represents this firm in the library field.



JAMES H. DURGIN

Representing the Macmillan Company

James H. Durgin, formerly of the Atlanta office of the Macmillan Company, is now located in the New York office.



CYRIL W. STEPHENS

Representing Frederick Warne & Company

Cyril W. Stephens was educated at Old Merchant Taylor's School in London. He spent his apprenticeship with the London house and joined the staff of Frederick Warne & Company in 1928.



H. L. RIPPERGER

Representing the Oxford University Press

H. L. Ripperger, whose territory covers the near middle west and New York City, has just finished a translation of "Dialogues with Rodin" by the Baroness Von Nostitz-Hindenburg, published by Duffield & Green.

ARTHUR E. WETHERBEE (New York and Middle Atlantic States).

ROBERT A. SHIRLEY (South).

CLARENCE E. CHUTE (Middle West).

MABEL CARPENTER (West).

C. S. Hammond & Co.

Travelers:

GEORGE M. DAVIS (East and Middle West).

ROBERT S. HAMMOND (Special).

JOHN STRNAD (South and Pacific Coast).

JOHN S. MILLER (New England, New York).

Harcourt, Brace & Co.

Travelers:

GEORGE W. AMIS (Boston, Philadelphia and larger cities Middle West and East).

JOHN D. CHASE (Pacific Coast).

WILBUR F. GOUBEAUD (South and Second Cities Middle West).

HASTINGS HARCOURT (New York City and New England).

GEORGE L. MCLEOD, LTD. (Canada).

H. M. SNYDER (Far East).

HENRY A. HORWOOD (Continental Europe).

AUGUST H. GEHRS (Sales Director).

Harper & Brothers

Travelers:

A. W. BURGER (Sales Manager).

P. H. EARLY (Chicago, Detroit, Cleveland, Philadelphia, Kansas City).

J. D. BLAKE (Pacific Coast and all cities west of Denver).

J. W. BIGELOW (Baltimore, Washington, Pittsburgh, Cincinnati, Minneapolis, St. Paul).

W. H. ROSE, JR. (South including Texas and Middle West).

CHARLES E. BARTLETT (New England, New York State, Pennsylvania and Middle West).

E. R. BUELL and L. E. BALLARD (New York City).

EUGENE EXMAN (Head of Religious Book Department).

A. J. LAWLER (Religious Book Department).

H. M. SNYDER (Orient).

Harter Publishing Company

Travelers:

J. WARREN WILEY (East).

W. MILTON (New England States).

A. H. ERSKINE (West Coast).

Harvard University Press

Travelers:

WILLIAM WARREN SMITH, JR.

Norman W. Henley Publishing Co.

Travelers:

CARL K. WILSON (Coast and West).

LOUIS LANDAU (East).

A. J. Holman Company

Travelers:

A. J. HILT.

E. W. LUCKMAN.

A. L. MORSE.

Henry Holt & Co.

Travelers:

DESMOND FITZGERALD (Pacific Coast).

JAMES M. TERRELL (New York, Boston, Philadelphia, and Mid-West).

GILBERT LOVELAND (Religious Books).

MELRICH V. ROSENBERG (South, Small Towns of Mid-West).

MCCLELLAND and STEWART (Canada).

H. A. HORWOOD (Continental Europe).

Houghton Mifflin Company

Travelers:

FRANK BRUCE (New York City and Philadelphia).

CLIFTON BRUCE (New York City).

HARRISON LEUSSLER (Pacific Coast).

HENRY O. HOUGHTON (New England).

HARDWICK MOSELEY (Middle West).

MANLY H. JONES (East and Middle West).

LE BARON R. BARKER (South).

THOMAS ALLEN (Canada).

HENRY M. SNYDER (The Orient).

H. A. HORWOOD (European Continent).

Maurice Inman, Inc.

Travelers:

JOHN T. HOTCHKISS (Pacific Coast).

MAURICE INMAN (Large cities, East, and Middle West).

NATHAN LADDEN (New York City).

Marshall Jones Company

Travelers:

R. O. BALDWIN (Coast).

A. M. JONES (East).

Educational Salesmen:

HOWARD B. DOUST.

SAMUEL WHITING.

WILLIAM A. WARD.

The Judson Press

Travelers:

JOHN W. BERSCH (East, South and Middle West).

WILEY J. SMITH (Southwest).
THOS. J. STRATTON (Manager of Sales).

Alfred H. King, Inc.

Travelers:

WALLACE DICKSON (Sales Manager)
(New York, Philadelphia, New England).
DAVID W. DUNLAP (Large cities of the
Middle West, Baltimore and Washington).
SUMNER H. BRITTON (South).
RAYMOND J. HEALY (Smaller cities of
Middle West).
WILLIAM F. HOBSON (Pacific Coast).
ALFRED H. KING (New York City).
H. H. WEINSTOCK (Smaller cities of New
England).

H. C. Kinsey & Company

Travelers:

J. V. MALLOY (Pacific Coast).
W. F. GOUBEAUD (South and small towns
in the Mid-West).
H. M. SNYDER (The Orient).
H. C. KINSEY (Larger cities from Boston
to Kansas City).
COPP CLARK CO., LTD. (Canada).

Alfred A. Knopf

Travelers:

JOHN J. MULLEN (Larger cities of the
East and Middle West).



H. STEWART STOLL

Representing Stoll & Edwards Company, Inc.

H. Stewart Stoll is president of the Stoll & Edwards Company, who publish toy books and games for children.



DAVID BRAMBLE

Representing Farrar & Rinehart

David Bramble, salesman on the West Coast, is a University of Michigan man. Formerly with Doubleday, Doran, he joined Farrar & Rinehart as publicity and promotion director.

JOSEPH B. STEERS (Denver and West to
the Pacific Coast).
ALLAN GORDON ULLMAN (New England,
small cities of East and Middle West).
WALTER V. MCKEE (New York City and
Metropolitan).
E. C. DELAFIELD, JR. (Smaller accounts
in New York City).
W. F. GOUBEAUD (South).
HENRY M. SNYDER (The Orient).

Laidlaw Brothers, Trade Book Department
Travelers:

ANNA MCAULIFF (Chicago and Northern
Illinois).
WILLIAM S. MCKENZIE (Southern Illi-
nois, Kansas, Minnesota, Missouri, Ne-
braska, Wisconsin, Iowa).
M. M. FREDERICK (Pennsylvania, District
of Columbia, Maryland, Ohio, Michi-
gan, Indiana, Western New York State)
WILLIAM HELT (Eastern New York, New
England, New Jersey, Delaware, Phila-
delphia).
R. K. BRADY (Southern States).
A. J. ZERBE (Pacific Coast).
HARRY A. BOGDONOFF (Specials).

J. B. Lippincott Company

Travelers:

HAROLD F. GARTLEY (New England and
New York Central, Baltimore, Washing-

ton and South, including Texas and Oklahoma).
 WILLIAM C. ROBINSON (Pacific Coast, Far West and Middle West).
 WILLIAM P. YOUNG (Philadelphia and Pennsylvania east of Pittsburgh, Trenton and New Jersey towns, New York).
 COPP CLARK CO. (Canada).
 HERBERT M. GASKILL (Sales Director).



DESMOND FITZGERALD

Representing Henry Holt & Company

Desmond Fitzgerald, one of the best known travelers, was born in Canada, headed his own publishing company, Desmond Fitzgerald, Inc., in 1909, and has lived in the United States most of his life.

Little, Brown and Company

Travelers:

ALBERT W. STEVENS (Sales Manager) (Canada).
 JOSEPH F. GREENE (New York City).
 FRANK JONES (Larger cities of Middle West).
 ARTHUR H. THORNHILL (Larger Eastern cities except New York City).
 ARTHUR F. JOHNSTON (Far West and Pacific Coast).
 CLAYTON C. ADAMS (South and Southwest, smaller cities New England and Middle West).
 PAUL C. LOIZEAUX (Connecticut, New Jersey, Pennsylvania, New York with exceptions noted above).

Horace Liveright

Travelers:

JAMES T. COLLINS.

DON HARPER (New York, Philadelphia, Boston, Washington, Baltimore, Rochester, Buffalo, Pittsburgh, New England).
 LOUIS AUERBACH (New York, New England).
 JAMES L. CROWDER (Chicago and the Middle West).
 DESMOND FITZGERALD (Far West).
 MELRICH V. ROSENBERG (South).
 RAYMOND J. HEALY (Middle West).
 HERBERT WEINSTOCK (New York State, New England, Pennsylvania).
 SUMNER BRITTON (South, Southwest).
 HENRY M. SNYDER (The Orient).
 M. J. McLEAN (Canada).
 GEORGE SMITHERS (Canada).

Ray Long & Richard R. Smith, Inc.

Travelers:

RUSSELL I. GARTON.
 CLARENCE C. DITTMER (Religious Books in East, Middle West, Part of South).
 LEON ARCHER (Middle West and part of New England).
 RAY BIDWELL (South, Southwest, part of Middle West).
 ELLIS BAKER (Far West and Pacific Coast).
 JOSEPH CLARK (New York City and East).
 JAMES C. MAHONEY (New York City).

Longman's Green and Co.

Travelers:

JAMES A. McCANN (Sales Manager) (New York, Boston, Philadelphia).
 JESSE M. CARMACK (Chicago and Middle West).
 JAMES J. BELL (New York and vicinity).
 CLEMENT F. BENOIT (Coast).
 E. D. BERGEN (Midwest).
 C. H. BROWNLOW (New England).
 N. J. STEVENSON (South).
 HENRY M. SNYDER and LEON ARCHER (Orient).
 HENRY A. HORWOOD (Continental Europe).

Lothrop, Lee & Shepard Co.

Travelers:

MELVIN GERARD (Pacific Coast and South).
 EDWARD W. JERVIS (Eastern cities, Chicago, and St. Louis).

The Macaulay Company

Travelers:

JOHN T. HOTCHKISS (West of Denver).

E. I. FURMAN (Middle West and large cities in the East).

RALPH LULL (New York and vicinity, New England States).

Robert M. McBride & Company

Travelers:

STANLEY WALKER (Sales Manager) (Pacific Coast, Chicago, and large Middle Western Cities).

EDWARD J. VASS (Middle West).

LOUIS SOLOMON (South).

HENRY M. SNYDER (Orient).

GEORGE J. McLEOD, LTD. (Canada).

HARRY B. DUNLAP (New England, etc.).

HENRY A. HORWOOD (Europe).

A. C. McClurg & Co.

Travelers:

R. A. McNALLY (California and Western cities).

A. WESSELS (Eastern territory).

David McKay Co.

Travelers:

ALEXANDER MCKAY (New York, Philadelphia, Boston).

JAMES S. MCKAY (Pacific Coast).

F. F. MATTISON (South, Middle West and New England).

McLoughlin Bros., Inc.

Travelers:

GEORGE M. FOX (Pacific Coast).

WM. D. HIMSEL (New York office).

H. A. BRESKY (Western Central States).

C. H. PERKINS (Metropolitan New York).

DAVID M. PROCTER (Middle West).

WM. R. WALKER (Canada and Southern States).

HERBERT WOODWARD (North Eastern States).

The Macmillan Company

Travelers:

EASTERN TERRITORY (NEW YORK)

A. J. BLANTON (Sales Manager).

WILLIAM P. ALBRECHT (Special Sales).

THOMAS CUTHBERTSON (New York City).

J. H. DURGIN (New York City).

NORMAN BERG (New York City and vicinity).

VICTOR CAMPBELL (New York City).

JACK MELL (New York City).

SILAS K. PEAVY (New York State, Pennsylvania, Washington, D. C., Virginia, West Virginia).

NEW ENGLAND TERRITORY (BOSTON)

CECIL A. SCOTT (Sales Manager).

MISS M. MCKAIN (Sales Promotion).

MID-WESTERN TERRITORY (CHICAGO)

CHARLES J. TRENKLE (Sales Manager).

K. B. RICHARDS (Large towns, Michigan, Ohio, Indiana).

BEN L. HUME (Small towns, Iowa, Illinois, Minnesota, North and South Dakota, Wisconsin).

JOHN G. HAMER (Large towns, Illinois, Wisconsin, Kansas, Nebraska, Iowa, Missouri, Minnesota, Colorado).

VICTOR WIKSTRAND (Small towns, Indiana, Kentucky, Michigan, Ohio).

WESTERN TERRITORY (SAN FRANCISCO)

LOUIS FREEDMAN (Sales Manager).

OPAL STRANGLAND (Sales Promotion).

RONALD SMITH (Small towns).

SOUTHERN TERRITORY (ATLANTA)

C. K. BARTON (Sales Manager).

LOIS D. COLE (Sales Promotion).

SOUTHWESTERN TERRITORY (DALLAS)

JACK PHILLIPS (Sales Manager).



E. I. FURMAN

Representing the Macaulay Company

E. I. Furman, Vice-President in charge of sales of the Macaulay Company, and a member of that firm for twenty years, maintains close personal contacts with the booksellers. To this he attributes much of the organization's success.

Macrae Smith Company

Travelers:

D. L. MACRAE (Principal cities, East and Middle West).

DAVE BUIST (Middle West, New England).

ELLIS K. BAKER (Pacific Coast).

RAYE BIDWELL (South).

MICHAEL MILL (New England, New York City and vicinity, small accounts).

Lincoln MacVeagh
(The Dial Press)

Travelers:

E. J. VASS (Sales Manager) (Middle West).

STANLEY WALKER (Pacific Coast).

H. B. DUNLAP (Eastern Territory).

LOUIS SOLOMON (South).

H. A. HORWOOD (Europe).

LONGMANS, GREEN CO. (Canada).



JAMES J. BELL

Representing Longmans, Green & Coward McCann

James J. Bell, born in Ireland, first entered the publishing business with M. H. Gill & Son, the Dublin firm carrying Longmans, Green publications for the Irish market.

G. & C. Merriam Company

Travelers:

HARRIS W. BAKER.

INGHAM C. BAKER.

WALTER J. CLARK.

I. E. McLAREN.

ROBERT C. MUNROE.

STEWART ROBERTSON.

The Midwest Company

Traveler:

EDWARD F. ALLEN (General).

Minton, Balch & Co.

Travelers:

JAMES V. MALLOY.

HENRY M. SNYDER (Orient).

F. H. HETTINGER.

JOHN W. SOMMER.

PHILIP M. ANDERSON.

A. J. WHITE (Sales Manager).

Modern Library, Inc.

Travelers:

BENNETT A. CERF (New York and the East).

JAMES L. CROWDER (Chicago and Middle West).

CARL J. SMALLEY (The West).

HENRY A. HORWOOD (European Agent).

DONALD S. KLOPPER (Large cities in East).

MELRICHS ROSENBERG (The South).

MACMILLAN CO. (Canada).

HENRY M. SNYDER (The Orient).

HAROLD M. WOLFSON (South America).

GRINELL, INC. (Germany and Austria).

William Morrow and Company

Travelers:

WILLIAM B. CORRIGAN, Sales Manager (Principal cities).

WILLIAM F. HOBSON (Pacific Coast).

HENRY M. SNYDER (Far East).

DONALD McL. STEVENSON (New England and Middle Atlantic States).

MELRICHS V. ROSENBERG (South).

MCCLELLAND & STEWART (Canada).

HENRY A. HORWOOD (Continental Europe).

John Murphy Company

Traveler:

FRANK HAAS (East and parts of the West).

National Publishing Co.

Travelers:

HARRY V. MEYER (New England, Middle Atlantic and Middle West).

C. S. REID (South).

E. C. L. NYE (West Coast).

W. M. THOMAS (Sales Manager).

JOHN W. CLINGER (Bible Promotion Manager).

Thomas Nelson & Sons

Travelers:

WILLIAM T. DICKERSON, JR. (East Coast Maine to Virginia).

THOMAS F. KYLE (New York City and Brooklyn).

HARRY W. TIETZ (Middle West).
 THOMAS MACLAREN (Central West).
 THEODORE C. FULTON (West Coast).
 VIRGIL STEED (South).
 KATHLEEN DEAN (Tennessee and Georgia).

W. W. Norton & Company, Inc.

Travelers:

STORER B. LUNT (New England, Philadelphia and principal cities of the Middle West).
 WALLACE WACHOB (Pacific Coast).
 GEORGE J. MCLEOD, LTD. (Canada).
 H. A. HORWOOD (Europe).
 HENRY M. SNYDER (Far East).
 HERBERT WEINSTOCK (New England).
 RAYMOND J. HEALY (Small cities of Middle West).
 SUMNER H. BRITTON (South and small cities of Middle West).
 MELRICH V. ROSENBERG (Southern representative).

Orange, Judd Publishing Co., Inc.

Travelers:

GEORGE E. EIERMANN, JR. (Chicago and Middle West).
 A. WESSELS (New England, Pennsylvania, Baltimore and Washington).



GEORGE M. DAVIS

Representing C. S. Hammond & Company

George M. Davis has been connected with C. S. Hammond & Company since 1912 and senior traveler for the last 12 years. Mr. Davis' genial personality is known throughout the trade.



JOHN STRNAD

Representing C. S. Hammond & Company

John Strnad has represented C. S. Hammond & Company for ten years. He is especially well known in the West, which has been his special territory in recent years.

I. & M. Ottenheimer

Travelers:

ISAAC OTTENHEIMER.
 MOSES OTTENHEIMER.
 A. M. SHEFFLER.

Oxford University Press

Travelers:

C. C. SCHEPMOES (Boston).
 F. F. BAYER (Chicago and near Middle West).
 A. A. ULRICH (Near Middle West, New York and New York City).
 ALLEN TROXELL (South and New York City).
 W. G. GORDON (Pacific Coast).
 H. A. GRANT (Far Middle West and New England).
 H. L. RIPPERGER (Chicago, near Middle West, New York City—trade and educational).
 E. D. LYMAN (Pacific Coast—educational).
 H. C. FRANCIS (New England—educational).

L. C. Page & Company

Travelers:

S. B. HEALY (Production and Sales Manager) (New York City and Boston).
 V. K. WEBB (Philadelphia, Baltimore,

Washington, Pittsburgh, principal cities of Middle West, including Chicago).
 C. L. PUTNEY (New England).
 A. P. ROCHE (Texas and adjoining states).
 A. A. MASSIE (Southeast).
 A. J. ZERBE (Pacific Coast east to Denver).
 ARCH H. NEWMAN, JR. (Canada).

The Penn Publishing Company
Travelers:

FRED KRAUSS (Pacific Coast and larger cities in South and Middle West).
 ADAM W. PFLIEGER, JR. (Smaller cities in the South, Middle West, New York and New England).
 CHARLES C. SHOEMAKER (New York and Boston).
 THE COPP CLARK CO., LTD. (Agents for Canada).

Isaac Pitman & Sons
Travelers:

A. WESSELS (New England, New York, and Pennsylvania).
 CALIFORNIA SCHOOL BOOK DEPOSITORY, San Francisco (Coast).
 A. C. McCLURG COMPANY, Chicago (Midwest).
 SOUTHERN SCHOOL BOOK DEPOSITORY, Atlanta, Ga. (South).
 TEXAS SCHOOL BOOK DEPOSITORY, Dallas, Texas (Southwest).
 ROBERT S. LEETE & Co., Chicago, Ill.
 ELLIS K. BAKER, 101 Post Street, San Francisco, Calif.

The Platt & Munk Co., Inc.
Travelers:

ALEX. MUNK (Pacific Coast).
 ARNOLD H. MUNK (Principal cities as far as Chicago).
 HAROLD A. PHILLIPS (South and New York City).
 WILLIAM J. SCHWARZ (New York City, New York State and New England).

James Pott & Co.
Travelers:

FREDERICK W. HALLAM (Eastern cities).
 WILLIAM L. MEZGER (Western Cities).
 WILLIAM G. CHASE (South).
 ARTHUR J. ZERBE (Pacific Coast).
 A. LE VAN ZERBE (Pacific Coast).
 EDWIN F. WILLIAMS (Middle West).
 R. U. CARRUTHERS (Texas and Southwest).
 EDGAR L. ZERBE (East).

Princeton University Press

Traveler:

KENNARD G. KEEN, JR.

G. P. Putnam's Sons

Travelers:

HENRY M. SNYDER (Orient).
 F. H. HETTINGER.
 JOHN W. SOMMER.
 PHILIP M. ANDERSON.
 ALFRED J. WHITE.
 JAMES V. MALLOY.

Rand McNally & Company

Travelers:

JOHN H. HOPKINS & SON (New England States, New York, Pennsylvania, New Jersey, Delaware, Maryland).
 HARRY M. LAMB (Chicago, Michigan, Ohio, Indiana, Kentucky, Tennessee, North Carolina, Virginia and West Virginia).
 RAYMOND A. McNALLY (Pacific Coast and Rocky Mountain States).
 HAROLD H. FRIEDLANDER (Chicago and North Central States).
 WM. J. FRIEDLANDER (Southern States).

Random House

Travelers:

BENNETT A. CERF (New York and large Eastern cities).
 JAMES L. CROWDER (Chicago and the Middle West).
 DONALD S. KLOPFER (New York City).
 CARL J. SMALLEY (West).
 MELRICHS ROSENBERG (The South).

The Reilly & Lee Company

Travelers:

JAMES J. SMITH (East and New England States).
 SAMUEL H. DARST (Large cities of the Central West).
 CHARLES A. JOHNSON (The Pacific Coast, Colorado, etc.).
 GEORGE J. LEA (Chicago, "Loop" District; Southern States, including Oklahoma, Texas, Michigan, Ohio, Pennsylvania).
 ROLLIN B. FISK (The Dakotas, Minnesota, Wisconsin, Iowa, Nebraska, Kansas, Missouri, Illinois and Indiana).

Fleming H. Revell Co.

Travelers:

J. A. BURNETT, JR. (Middle West and Pacific Coast).
 JOHN W. HILL (New York, Chicago,

Richmond, Boston, Toronto, Philadelphia and South).

Roman Press

Travelers:

KENNETH H. MEEKER AND GEORGE W. JONES (West and Middlewest).
MELRICH V. ROSENBERG (South).
WALLACE WACHOB (Pacific Coast).

William Edwin Rudge, Publisher

Travelers:

JAMES R. HOUSTON (Middle West).
CARL J. SMALLEY (Pacific Coast).
MELRICH V. ROSENBERG (South).
FRED. RUDGE (New York City and New England).
W. S. HALL (Chicago, Pittsburgh, Detroit).

The Saalfeld Publishing Co.

Travelers:

R. H. HENDRICK.
JOHN T. HOTCHKISS.
A. G. SAALFIELD.
BEN SPERO.
L. W. WYATT.
J. FOGLESONG.
R. G. BUCKALEW.

Charles Scribner's Sons

Travelers:

ALFRED BERGER.
MARCUS L. BURDICK.
HAROLD B. EARL.
STERLING GALT.
HENRY C. HOHNS.
ALBERT S. KNAPP.
WARD McCLELLAND.
WILLIAM L. SAVAGE.
H. M. SNYDER.
A. H. WHITNEY.

Sears Publishing Co., Inc.

Travelers:

SAMUEL M. LOWEREE (Manager of Sales).
M. BRUCE HOVENDON (Eastern States and large cities of Central West).
W. F. HOBSON (Pacific Coast, East to Denver).
VIRGIL STEED (Southern States).
GEORGE J. McLEOD, LTD. (Dominion of Canada).
T. C. LOTHIAN, LTD. (Australia, New Zealand and New South Wales).
F. D. MORTIMER (China and the Orient).



MELVIN GERARD

Representing Lothrop, Lee & Shepherd Company

Melvin Gerard, though new to the publishing field, has been active in the world of books. His fine sense of book values is the result of four years' work in the literary department of the *Boston Transcript*. He visits the trade in the South and West.

Simon & Schuster

Travelers:

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- Meyer, Harry V., *National Publishing Co.*
- Mezger, William L., *James Pott & Co.*
- Mill, Michael S., *Edward J. Clode, Macrae Smith Co., Albert Whitman & Co.*
- Miller, John S., *C. S. Hammond & Co.*
- Milton, W., *Harter Publishing Co.*
- Mitchell, Albert, *E. P. Dutton & Co.*
- Morse, A. L., *A. J. Holman Co.*
- Morse, Harold, *John Day Co.*
- Mortimer, F. D., *Sears Publishing Company*.
- Mosley, Hardwick, *Houghton Mifflin*.
- Mullen, John J., *Alfred A. Knopf*.
- Munk, Alex., *Platt & Munk Co.*
- Munk, Arnold H., *Platt & Munk Co.*
- Munroe, Robert C., *G. & G. Merriam Co.*
- Newman, Arch H., Jr., *Thomas Crowell Co., L. C. Page & Co.*
- Newman, Herman A., *Beacon Press*.
- Nott, Harry, *Milton Bradley Co.*
- Nourse, Floyd H., *Garden City Publishing Co.*
- Nourse, Leslie G., *Boulton, Pierce & Co., Bridgman Publishers, Syndicate Trading Co., Willett, Clark & Co.*
- Noyes, Edward A., *Columbia University Press*.
- Nunan, F. T. J., *Blue Ribbon Books, A. L. Burt Co.*
- Nye, E. C. L., *National Publishing Co.*
- O'Hara, George W., *Farrar & Rinehart*.
- O'Kane, W. E., *John C. Winston Co.*
- Olsen, Hobart T., *Bobbs-Merrill Co.*
- Oppenheimer, George S., *Viking Press*.
- Ottenheimer, Isaac, I. & M. Ottenheimer.
- Ottenheimer, Moses, I. & M. Ottenheimer.
- Paige, Charles, *Milton Bradley Co.*
- Passage, Lloyd S., *Blue Ribbon Books*.
- Peavy, Silas K., *Macmillan Co.*
- Penney, C. B., *Abingdon Press*.
- Perkins, C. H., *McLoughlin Brothers*.
- Pettibone, Walter, *Albert Whitman & Co.*
- Pfieger, Adam W., *Penn Pub. Co.*
- Phillips, H. A., *Henry Altemus Co., Platt & Munk Co.*
- Phillips, Jack, *Macmillan Co.*
- Pilkington, Joseph V., *Cokesbury Press*.
- Poggenburg, Raymond P., *Century Co.*
- Poole, William, *Blue Ribbon Books*.
- Porter, Edgar W., *Blue Ribbon Books, A. L. Burt Co.*
- Proctor, David M., *McLoughlin Brothers*.
- Price, W. C., *The Abingdon Press*.
- Putney, C. L., *L. C. Page & Co.*
- Rau, Robert, *Covici, Friede*.
- Reid, C. S., *National Publishing Co.*
- Richards, K. B., *Macmillan Co.*
- Rinehart, Stanley M., Jr., *Farrar & Rinehart, Inc.*
- Ripperger, H. L., *Oxford University Press*.
- Ritt, J. J., *Abingdon Press*.
- Rittenhouse, George F., *Baker & Taylor Co.*
- Roberts, Joseph, *Milton Bradley Co.*
- Robertson, Stewart, G. & G. Merriam Company.
- Robinson, William C., *J. B. Lippincott Co.*
- Roche, A. P., *L. C. Page & Co.*
- Rose, W. H., Jr., *Harper & Brothers*.
- Rosenberg, Melrich V., *Albert & Charles Boni, E. P. Dutton & Co., Covici, Friede, Farrar & Rinehart, Henry Holt & Co., Horace Liveright, Modern Library, William Morrow & Co., W. W. Norton & Co., Random House, Roman*

- Press, William Edwin Rudge, Publisher,
Simon & Schuster, Whittlesey House,
Viking Press.
- Rudge, Fred, William Edwin Rudge, Pub-
lisher.
- Runyan, Robert, Garden City Publishing
Co., Inc.
- Saalfeld, A. G., Saalfeld Publishing Co.
- Sanford, W. J., W. A. Wilde Co.
- Savage, William L., Charles Scribner's
Sons.
- Schepmoes, C. C., Oxford University Press.
- Schwab, William C., Syndicate Trading
Co.
- Schwartz, Albert I., American News Co.
- Schwartz, William J., Henry Altemus Co.,
Platt & Munk Co.
- Scoglund, Einar, Syndicate Trading Co.
- Scott, Cecil A., Macmillan Co.
- Searle, D. P., The P. F. Volland Co.
- Seiffert, G. V., Doubleday, Doran & Co.
- Sheffler, A. M., I. & M. Ottenheimer.
- Shepherd, W. O., John C. Winston Co.
- Shirley, Robert A., Hale, Cushman &
Flint.
- Shoemaker, Charles C., Penn Publishing
Co.
- Short, F. J., Baker & Taylor Co.
- Simon, R. L., Simon & Schuster.
- Simon, Robert, Greenberg, Publisher.
- Simpson, R. D., American News Co.
- Siwek, Manuel, Garden City Publishing
Co.
- Sleeper, Francis J., Milton Bradley Co.
- Smalley, Carl J., E. P. Dutton & Co., Inc.,
Modern Library, Random House, Wil-
liam Edwin Rudge, Publisher.
- Smith, Harry A., Blue Ribbon Books,
A. L. Burt Co.
- Smith, James J., The Reilly & Lee Co.
- Smith, Ronald, Macmillan Co.
- Smith, Wiley J., Judson Press.
- Smith, William Warren, Harvard Univer-
sity Press.
- Smithers, George, Horace Liveright, Ives
Washburn.
- Snyder, Henry M., Blue Ribbon Books,
A. & C. Boni, Brewer & Warren, Inc.,
Covici, Friede, Coward-McCann, Cup-
ples & Leon Co., Dodd, Mead & Co.,
Dodge Publishing Co., Farrar & Rine-
hart, Sam'l Gabriel Sons & Co., Garden
City Publishing Co., Greenberg, Pub-
lisher, Harcourt, Brace & Co., Harper
& Bros., Houghton Mifflin Co., H. C.
Kinsey & Co., Alfred A. Knopf, Horace
Liveright, Longman's Green & Co., Min-
ton, Balch & Co., Robert McBride &
Co., Modern Library, William Morrow
& Co., W. W. Norton & Co., G. P.
Putnam's Sons, Charles Scribner's Sons,
Frederick A. Stokes Co., Viking Press.
- Solomon, Louis, Dodge Publishing Co.,
R. M. McBride & Co., Lincoln Mac-
Veagh-the Dial Press.
- Sommer, John W., Minton, Balch & Co.,
G. P. Putnam's Sons.
- Soule, Phelps, University of Pennsylvania
Press.
- Spaulding, Frederick, Milton Bradley Co.
- Spencer, R. D., Garden City Publishing
Co.
- Spero, Ben, Saalfeld Publishing Co.
- Steed, Virgil, Bobbs-Merrill Co., Bren-
tano's, Cape & Smith, Thomas Nelson
& Sons, Sears Publishing Company.
- Steers, Joseph B., Alfred A. Knopf.
- Stephens, Cyril W., Aventine Press, Fred-
erick Warne & Co., Ltd.
- Stevens, Albert W., Little, Brown & Co.
- Stevenson, Donald McL., William Mor-
row & Co.
- Stevenson, Nevin J., Coward - McCann,
Longman's Green & Co., Dodd, Mead
& Co.
- Stewart, George W., Duffield & Green,
Ives Washburn.
- Stokes, Brett, Cape & Smith, Frederick A.
Stokes Co.
- Stoll, H. S., Stoll & Edwards Co.
- Strangland, Opal, Macmillan Co.
- Stratton, Thos. J., Judson Press.
- Strnad, John, C. S. Hammond & Co.
- Sully, George, George Sully & Co., Wm.
Collins & Sons Co.
- Sully, George Leonard, George Sully &
Co.
- Sully, Harry W., Boulton, Pierce & Co.,
Bridgman Publishers', Wm. Collins Sons
& Co., George Sully & Co., Willett,
Clark & Co.
- Swift, Arthur P., John C. Winston Co.
- Teeter, M. E., Rae D. Henkle, Publisher.
- Terrell, James M., Henry Holt & Co.
- Thomas, W. M., National Publishing Co.
- Thornhill, Arthur H., Little, Brown.
- Thorpe, S. S., Chelsea House.
- Tietz, Harry W., Thomas Nelson & Sons.
- Tracy, Albert M., A. L. Burt Co.
- Trenkle, Chas. J., Macmillan Co.
- Troxell, Allen, Oxford University Press.
- Tuska, F. C., Garden City Publishing Co.

- Ullman, Allan Gordon, *Alfred A. Knopf*.
 Ulrich, A. A., *Oxford University Press*.
 Uren, B. T., *The Garden City Publishing Co., Inc.*
 Van Nostrand, J., *Milton Bradley Co.*
 Van Nostrand, L., *Milton Bradley Co.*
 Vass, E. J., *Dodge Publishing Co., Robert M. McBride & Co., Lincoln MacVeagh-the Dial Press*.
 Vose, John C., *Blue Ribbon Books, A. L. Burt Co.*
 Voss, Sylvanus H., *Garden City Publishing Co.*
 Wachob, Wallace W., *John Day Co., Duffield & Green, W. W. Norton & Co., Roman Press*.
 Walker, Stanley, *Dodge Publishing Co., Robert M. McBride & Co., Lincoln MacVeagh-the Dial Press*.
 Walker, Wm. R., *McLoughlin Brothers*.
 Wallace, C. W., *Cupples & Leon Co., Sam'l Gabriel Sons & Co.*
 Ward, William A., *Marshall Jones & Co.*
 Warren, Edward K., *Brewer & Warren*.
 Washburn, Ives, *Ives Washburn, Inc.*
 Webb, V. K., *L. C. Page & Co.*
 Weinstock, Herbert, *Alfred H. King, Horace Liveright, W. W. Norton & Co., Simon & Schuster, Whittlesey House*.
 Welker, Leon, *D. Appleton & Co.*
 Wellard, Rich E., *P. F. Volland Co.*
 Wessels, A., *A. C. McClurg & Co., Orange Judd Publishing Co., Isaac Pitman & Sons*.
 Wetherbee, Arthur E., *Hale, Cushman & Flint*.
 Whelpley, A., *Chelsea House*.
 White, A. J., *Minton, Balch & Co., G. P. Putnam's Sons*.
 Whitehead, Ray J., *Brewer & Warren*.
 Whitham, J. S., *Chelsea House*.
 Whiting, Samuel, *Marshall Jones & Co.*
 Whitman, Albert, *Albert Whitman & Co.*
 Whitney, A. H., *Charles Scribner's Sons*.
 Whittemore, Carroll E., *Association Press, Congregational Publishing Society*.
 Wikstrand, Victor, *Macmillan Co.*
 Wilde, Allan H., *W. A. Wilde Co.*
 Wiley, J. Warren, *Harter Publishing Co.*
 Williams, Edwin F., *James Pott & Co.*
 Williams, J. T., *Chelsea House*.
 Wilson, Carl K., *Norman W. Henley Publishing Co.*
 Wilson, J. G., *Chelsea House*.
 Winters, John F., *Century Co.*
 Witsil, J. T., *D. Appleton & Co.*
 Wolfson, Harold M., *Modern Library*.
 Woodward, Herbert, *McLoughlin Bros.*
 Wyatt, L. W., *Saalfeld Publishing Co.*
 Young, Henry K., *Blue Ribbon Books, A. L. Burt Co.*
 Young, William P., *J. B. Lippincott Co.*
 Zerbe, Edgar L., *James Pott & Co.*
 Zerbe, A. J., *Laidlaw Brothers, James Pott & Co., L. C. Page & Co.*
 Zerbe, A. Le Van, *James Pott & Co.*
 Ziegler, E. H., *Doubleday, Doran & Co.*

Customers' Choice

SCRIBNER'S Bookstore has been running a garden window this week. John C. Champion, manager of the store, says it's never too early to start showing garden books. People like to sit in front of the fire and plan what they are going to do with spade and trowel when the robins come back.



All kinds of books on gardening have sold because of this window, from expensive illustrated books to the familiar lower-priced hand books. One customer was so eager that he bought two books which a publisher's representative was showing the buyer, right on the spot.

But it really is still winter after all and up at Lake Placid, ski-jumpers, skaters and bob-sledders seem (at this moment anyway) to be assured of enough snow to make the holding of the Olympic Games possible. Interest is especially keen these days in books on winter sports. The *Stephen Daye Press* in Brattleboro, Vermont, reports through its director, Vrest Orton, that it has published a new book, "Modern Ski Technique," which is the last word on skiing and ski-jumping. It is written by Otto Schniebs, head coach of skiing at Dartmouth College and John W. McCrillis, former Dartmouth skier.



"Skis and Skiing" by E. H. Jessup, published by *Dutton* three years ago, remains a standard guide to those who trust themselves to the wily runner.

The following quotation, which heads the latest brochure of the Hathaway House Bookshop, Wellesley, Mass., strikes us as being particularly apt:

"One of the sweet uses of adversity is implicit in the slogan popular in England this year: 'It's a fireside winter!' We are inclined to reply, Thank God! What better can a really civilized man ask of Fate in a time of financial chaos than long evenings at home with a bundle of good books on the nearest table? To turn off the radio,—or subdue it to a murmur; throw a log on the fire; adjust the reading lamp to just the right angle; and open a parcel of new books! To devour eagerly the best seller that every one is talking about; to linger deliciously over the latest book of memoirs; to savour the pungent quality of an amusing essay; to nourish the soul with poetry;—we repeat, what better gift can we ask of Providence than the chance to do just this in the long winter evenings ahead of us in this Year of Grace 1932?"

In contrast with the note recently run here to the effect that the "New American Bible" would never be read in the Protestant Episcopal Church of the Transfiguration in New York City comes the information that on the Sunday after Christmas Dr. Samuel D. Harkness of the Winnetka, Ill., Congregational Church read from the new translation the story of Moses in the bulrushes with the expressed purpose of interesting the young people home from college.

On the Monday after Sir Norman Angell's first broadcast demonstration of his "Money Game" on January 24th, booksellers reported a great demand for it. Customers who found it unavailable at their favorite bookstore made their way to the publishers, *E. P. Dutton & Co.*, and bought it there. There was a second broadcast on January 31. The game is now issued in a popular edition at \$3.75.

Frederick A. Stokes Company has postponed the publication date of Louis Brom-

field's new novel "A Modern Hero" until April 28.

"Mental Whoopee" which was published over a year ago has had a new lease on life and is taking New York City by storm.

Charles Scribner's Sons are planning an extensive advertising campaign for Clarence Darrow's "The Story of My Life" which they expect will be one of the leading non-fiction titles this spring.

The firm name of Horace Liveright, Inc., has been changed to *Liveright, Inc.*, and will hereafter be used as their imprint.

"The Princess Marries the Page" will be the title of Edna St. Vincent Millay's next book. *Harper* will publish it in April.

All copies of "No Friendly Drop" by Henry Wade, (*Brewer, Warren and Putnam*) which was originally scheduled for publication on January 29, have been withdrawn at the request of the English publishers, and publication has been indefinitely postponed.

Comes a letter from Harriette Ashbrook who is in England at work on her third mystery story. She has engaged quarters in the local fire-hall where she goes daily to write.

"The Good Earth" is to be dramatized by Owen Davis and will be produced on Broadway next fall. Mr. Davis will be assisted in the dramatization by his son, Donald Davis.

"The Harbourmaster," appropriately enough, is a best seller at Ball & Wilde, Inc., in the Maritime Exchange Building, New York. "Only Yesterday" and "The Good Earth" continue to do well there also.

This shop is giving up the basement room it occupied in addition to the space on the street level as the building is planning to put a restaurant in that space. Books now shown downstairs will find a place on the main floor where business will go on as usual.

Sales Notes

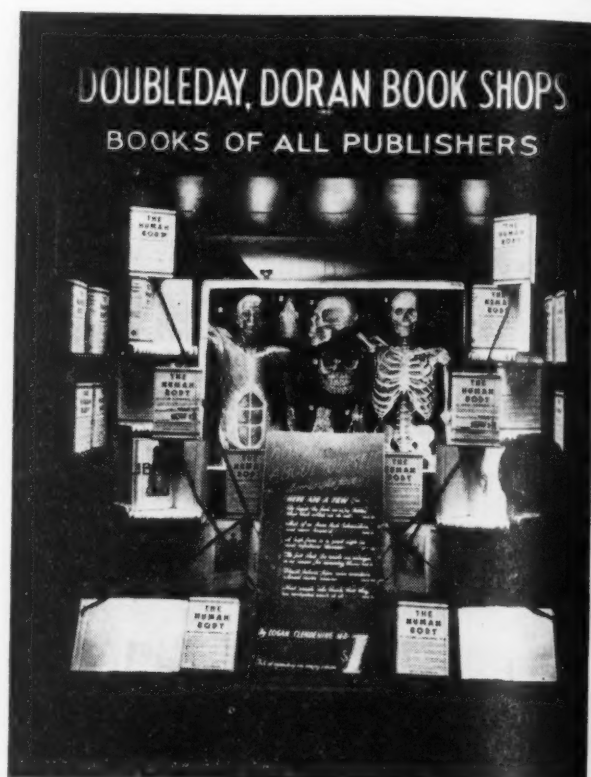
THE Doubleday Shop at 31 Nassau St., New York, has come to be known as a laboratory where very effective window displays have been perfected. This has been particularly true of dollar book windows. It was here that the displays for "The Last Home of Mystery" that have done so well throughout the country were originated. During the past three weeks a display of "The Human Body" with anatomical charts has been kept constantly in one of the windows. It has sold over 600 copies of the book, and five sets of the charts! The charts were obtained by the publishers as a display feature but there were so many inquiries about them that Nat Freedman, the manager, has added them as a regular feature of his stock. Mr. Freedman finds that although higher priced books are continuing to sell, the public is greatly interested at the moment in dollar editions. So this week five out of six of his windows were devoted to special displays of various dollar reprints. In one window were all of Lowell Thomas's books, with pictures of the author and an authentic "mike" to heighten the interest. In another is the Ida Bailey Allen Cook Book. This is doing well, Mr. Freedman says, even though the shop is in "the most un-cookbook neighborhood in the city." Still another window is devoted to the "Story" books, including "The Story of Mankind," "The Story of Religion," "The Story of the World Literature," Wells' "Outline of History" and "The Story of Philosophy." There are appropriate signs urging people to read worth-while books.



John Campbell, proprietor of the Personal Bookshops of Boston, has moved his main store from 101 to 95 St. James Avenue, and now occupies an entire three-story building. Ada Hall is in charge, thus enabling Mr. Campbell to circulate among the four other branches which have sprung up in rapid succession in Brookline, Cambridge, and other sections of Boston. During the past five years the business of the Personal Bookshops has probably increased

more than that of any other single bookstore in Boston.

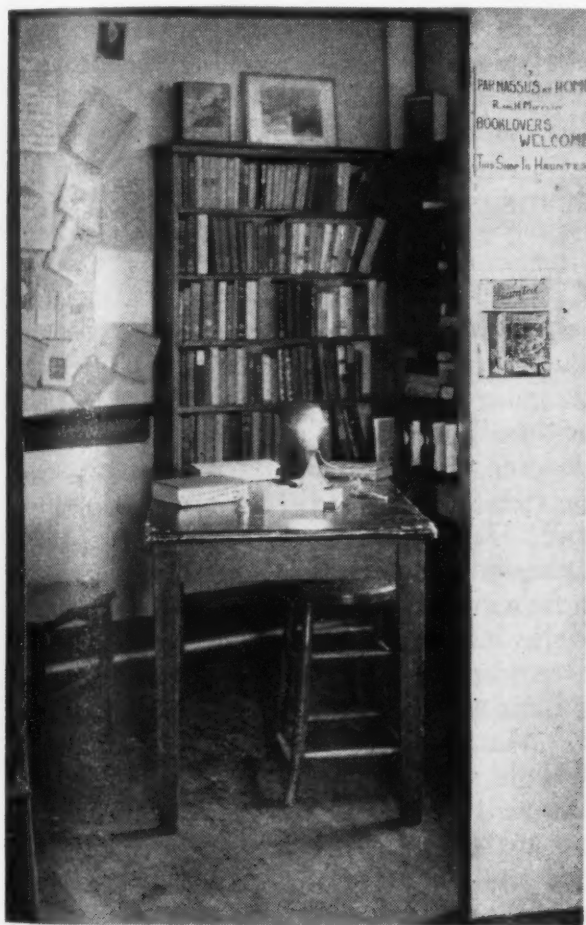
E. Allen Pitman, manager of the Book Department of Jordan Marsh Company, played host on February 2 to Margaret Ayer Barnes who spent the afternoon meeting customers and autographing copies of "Years of Grace" and "Westward Passage."



This window sold over 600 copies of "The Human Body" in three weeks

Doubleday, Doran have a plan for marketing remainders by selecting each month some book of the past season which they are ready to clear out in the original edition at \$1. To insure the distribution they have organized the Doubleday Dollar Book Club, the members of which agree to pay a dollar each for original editions selected each month for the purpose. The first announcement of the Club states that members will receive as their first selection "The Crusades" by Harold Lamb, which was published at \$3 by Doubleday in March, 1930. They are also offered alternative choices from other titles which are ready to be remaindered.

Here is a new and original idea. Helen T. Fay, who runs the Coöp Bookshop at State College in Albany, has got the students in the library class at the college to construct a Haunted Bookshop alcove in her store which is a replica as close as could be made of the original sanctum of Roger Mifflin on Gissing Street, familiar to all Morley fans. It is complete even to the corn-cob pipe and contains all the books mentioned in the story. Students who come in are attracted by a sign at the door of the alcove which,



Haunted Bookshop alcove which attracts students at State College in Albany

like the original sign, reads: "Parnassus at Home. R. and H. Mifflin. Booklovers Welcome. This Shop is Haunted." They remain to read, and buy. Miss Fay keeps the alcove as a permanent feature of the shop.



Katharine Lord, whose Little Book House is well known to summer visitors to Nantucket Island, writes that while the shop is nominally closed for the winter,

for those in the know the latch string is out and that an appreciable amount of business is being done personally as well as by post. A short time ago she entertained a group known as The Dog Watch, which is made up of writers who are wintering on the island and who meet together weekly to read and discuss each other's work. Unpublished poems were read by Louise Brooks, Margaret Fawcett, and Mary Eliza Starbuck. Eduoard Stackpole, author of "Smuggler's Luck," contributed a Christmas sketch. At the moment books most in demand at the Little Book House are "Portrait of an American," "Epic of America," "The Town of the Fearless," "The Harbourmaster," and "Swiss Family Manhattan." This is an excellent example of a seasonal shop which manages to make even the off-season profitable.



At the Beacon Bookshop, in New York, passersby have been attracted by a travel window, the background of which is made interesting by a group of pirate figures loaned by the Hamburg-American Lines. "Captain Kidd" and "Miss Vam Pirate" are to be seen strolling on a tropical beach while a pirate ship and a treasure chest give the appropriate atmosphere. Books on Bermuda are given special prominence but there are many other travel books as well as atlases and globes.



One of the fascinations of the book business will always be the unexpected appearance of unforeseen best sellers. Father Coughlin's "Radio Sermons" is a January example. Reorders are coming in to Grosset & Dunlap at a pace outdistancing those on new fiction reprints.



On January 15, Boston's newest bookstore came into existence. It is the Hancock Book Shop, Inc., located at 101 St. James Avenue, in the Back Bay. The owner, Mrs. Nathalie B. Choate, offers a general assortment of current books with particular emphasis on English titles which have not yet appeared in this country. First editions, prints and collectors' items are also represented. The Hancock Book Shop will maintain a lending library with delivery service.

Booksellers Conferences Continue

THE New England Conference of Booksellers meeting in Boston, January 28 and 29, under the plan of the A.B.A., brought dealers from several cities together for spirited discussion. Roger Johnson, of Springfield, commenting on this meeting for the *Publishers' Weekly*, writes that among other actions strong endorsement was given to the recommendations of the Cheney supplemental report for the immediate preparation of some simple form of expense and buying budget based on previous years' experience but adjusted to the probable sales of 1932. A second step suggested is to run sales on dead stock and use cash received to improve the store's appearance. Also, to start a reorder card system of buying and to pay all bills as promptly as possible. It was emphasized that those who had eliminated dead stock and installed reorder systems of buying had not added extra help. Richard F. Fuller of the Old Corner Book Store strongly advocated better business methods along the lines of the Cheney Report.

An experiment was suggested, of finding some way to assist booksellers to cut down overbuying on original orders by sending them rate cards on new books, the rating to be done by prominent booksellers to indicate their opinion of the books' salability. It was thought that this might help to reduce the overproduction of poor titles. Little, Brown were complimented for having reduced their list.

Many spoke in favor of the plan described by which publishers would allow a ten per-cent return of booksellers' purchases of new books at ninety per-cent credit. Some, however, were strongly against this, because they felt it might tend to increase overproduction and overbuying with resulting losses to both bookseller and publisher.

At Pittsburgh seventeen booksellers came to the general Conference this week. Ellis Meyers, Secretary of the American Booksellers' Association wires the *Publishers' Weekly*, "This was one of the best dealer meetings in my seven years' experience in the booktrade. The different groups were in complete accord in emphasizing that

bookselling should be put on a fact basis. They unanimously adopted a budgetary system of sales, purchases and expense with cash forecast for all periods and stock control, uniform accounting practice, etc. They approved adherence to the decision of the Joint Board of Publishers and Booksellers on trade practice and are willing to cooperate with publishers in any method they might adopt of testing out advertising or national publicity campaigns. They approved the adoption of an inventory dating system and discussed immediate mark-downs. Emphasis was laid on the elimination of all waste, and all booksellers present pledged close working cooperation among themselves and with the American Booksellers' Association."

Kansas Book Dealers Association Convention

THE Kansas Book Dealers' Association Convention will be held this year at the Hotel Wareham, Manhattan, Kansas, Monday and Tuesday, February 15th and 16th. There will be a two day program devoted mostly to prepared talks by members on "How to Take Care of the Present Depression." Questionnaires have been sent out to the members requesting information about each member's business, clerk expense and regular expense, and these reports will be compiled and used as a basis of information. There will also be a Merchandise Display by wholesale friends of the organization in the Main Convention Room for which there will be no charge. Wholesalers and manufacturers can obtain reservations for space by writing the office at Newton, Kansas. For personal Hotel reservations, write to L. H. Endacott, Manhattan, Kansas.

Subscription Price to Canada

SUBSCRIPTION prices on the *Publishers' Weekly* and *Library Journal*, which had to be advanced to meet the special prepaid Customs duties which the publishers were obliged to pay under the new Canadian tariff provisions, are now changed to the old rate, so far as these subscriptions relate to public libraries, university, college and school libraries or any incorporated medical, law, literary, scientific or art association or society.

Communications

BACK NUMBER NEEDED

The New York Public Library,
Astor, Lenox and Tilden Foundations.
Editor, *Publishers' Weekly*:

The New York Public Library lacks the
July 14, 1913 issue of the *Publishers' Weekly*.

This number is needed in the Library's
file and the courtesy will be greatly appre-
ciated if a reader who no longer needs his
copy will send it to us. This method of
obtaining missing numbers is frequently
employed for us by publishers and almost
invariably with successful results. Any-
thing you may do for us will be highly
appreciated.

Very truly yours,
C. L. CANNON,
Chief of Acquisition Division.

DISPLAY ROOM

1012 Rush St., Chicago.
January 20, 1932.

Editor, *Publishers' Weekly*:

Chicago book dealers will welcome the
immediate carrying out of Mr. Cheney's
suggestion to establish a stockroom for
publishers.

I suggest a display room both for the
dealers and the public to get acquainted
with the new books, regular weekly lec-
tures by Chicago literary critics on the new
books, and an occasional tea for a visiting
author.

When the publisher represented visits
Chicago, he can make appointments in the
general headquarters, using a table of his
own books. Many more suggestions can
be offered for a book salon in Chicago.

For the beginning a general display room
or a stockroom would suffice.

WASHINGTON BOOK SHOP
M. Lippitt.

BOOK OF SPECIAL PERSONAL INTEREST HAS BEEN LOST

October House,
New Fairfield, Conn.
Jan. 21, 1932.

Editor, *Publishers' Weekly*:

I wish to appeal through your columns
for the return of a little book, missing from
my shelves since about 1922. It is "Son-
nets and Madrigals of Michelangelo

Buonarroti," Houghton Mifflin & Co.,
1900. In this particular copy the title-
border and initials had been colored, and
the fly-leaf bore the inscription; "To Anna
Embree Baker—June 20, 1900."

To anyone returning it to me I will send
\$100 and another copy of the same edition,
and ask no questions.

BRUCE ROGERS.

Obituary Note

JOHN A. J. TIBBALS

JOHN ANGEL JAMES TIBBALS, for many
years a leading dealer in religious books,
died on January 20th at the home of his
daughter in Bound Brook, N. J. He was
eighty-three years of age. Mr. Tibbals'
father, the Rev. Nathaniel Tibbals, a for-
mer Methodist minister, established the
business in New York about 1850. The
son while a young man joined him in the
business, then located in the old World
Building, at Park Row and Beekman
Street. The firm name, originally N. Tib-
bals & Son, became the N. D. Tibbals Book
Company after the death of the father.
It dealt with ministers in all parts of the
world, and many made its store and offices
their headquarters when visiting New York.
Mr. Tibbals retired about twenty-five years
ago.

Business Notes

BAY CITY, MICH.—Crotty's Book Store,
904 Washington Ave., has moved to 920
Washington Ave.

BRONXVILLE, N. Y.—"Scheherazade,"
100 Kraft Ave., a bookshop has been
opened by Mrs. Rose Bennett Gay and
Esther Whitehouse in January. The shop
will have general books for sale and a
rental library.

GALVESTON, TEX.—Henry's Book Store,
418 Tremont St., Henry Ferwerda, prop.,
has books and gifts for sale.

NEW HAVEN, CONN.—Eugene Ferrin
Clark—Books, 343 Elm St., will open
February 1st with general books for sale
and a rental library. Mr. Clark was
formerly manager of the Brick Row Book
Shop in New Haven.

SANTA BARBARA, CAL.—Lucille Duff
and Daphne Cox have opened a circulat-
ing library and print shop in an old adobe
at 806 Anacapa Street and Presidio Ave.
under the name of The Presidio Library.

January Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	January, 1932			Jan. 1931
	New Books	New Editions	Totals, 5 Weeks	Totals
Philosophy, Ethics	26	1	27	26
Religion	49	1	50	78
Sociology, Economics	46	4	50	33
Law	3	—	3	6
Education	20	1	21	23
Philology	9	2	11	18
Science	25	5	30	36
Technical Books	9	3	12	35
Medicine	10	2	12	18
Agriculture	1	2	3	6
Domestic Economy	6	1	7	5
Business	7	2	9	12
Fine Arts	19	1	20	10
Music	4	—	4	16
Games, Sports	10	1	11	13
General Literature	22	6	28	39
Poetry, Drama	43	4	47	51
Fiction	125	67	192	201
Juvenile	9	4	13	40
History	32	3	35	41
Geography, Travel	24	2	26	21
Biography, Genealogy	41	8	49	44
Miscellaneous	1	1	2	3
Total	541	121	662	775

For January, 1931, (5 issues of Weekly Record) the totals were:

New Books	625	New Editions	150	Totals	775
Decrease of	84	Decrease of	29	Decrease of	113

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BOOK MAKING

A Monthly Department

The Fifty Books of the Year

Dr. Hellmut Lehmann-Haupt

*Curator of Rare Books in the Library of Columbia University
and Instructor in Book Production*

THIS is the tenth birthday of the "Fifty Books," an important anniversary and a welcome opportunity for retrospective comment. More competent critics than the writer of this article have studied the progress during the ten years and are demonstrating the improvement which the present selection will undoubtedly show when compared with those of earlier years.

It is the fourth show which I have witnessed and also the third time that the editor has been good enough to let me comment on the books for this periodical. The first time, concerning the books of 1928, which were displayed together with the British selection, the innocent novice was tempted into a comparison between European and American book production. The next time, on the occasion of the 1930 books, he attempted to review the selection as a result of typographic tradition in this country and with special attention to the conflict of period printing and contemporary production.

There were some letters, unpleasant and pleasant ones, and among the latter a comment from Mr. Updike, from which I take the liberty of quoting the following: "After all, the problem in printing, especially in books, is to make a volume which can be read more or less unconsciously of the way it is made. If we can give this sense of satisfaction to the reader, and yet have some decorative features that don't bother him, it seems to me that one has

made a good book. So many printers, particularly those who are starting to make good books, fall into the trap of having come across some idea they wish to express, and insist on expressing it, no matter whether the 'victim book' offers a proper medium for what they wish to do, typographically, or not."

Book Designing With and Against the Text

There are a number of Merrymount Press books in this year's selection and their designing and execution represent not more and not less than exactly what Mr. Updike thinks they ought to represent. Lawrence C. Wroth's "The Colonial Printer," a Grolier Club publication, is perhaps the most satisfactory example, and not so very different at that from older products or other examples of this press among the Fifty Books. The only surprise is the "Pius XI on Christian Marriage," because Bodoni — appropriate enough for such a publication — is used very rarely at the Merrymount Press. You may or may not like the work of Sidney Lawton Smith, designer, etcher, engraver, but the book about him, published by Goodspeed and designed by Mr. Updike in a manner mildly old-fashioned (despite the use of *Lutetia Italic*) is the proper setting for reproductions of this artist's work. "Ellen Terry and Bernard Shaw, A Correspondence," printed by Mr. Updike for The Fountain Press, is the best reprinting of letters in book form that I recall. There are two other books of correspondence in

the show, "The Constance Letters of Charles Chapin," Simon and Schuster, and "Letters of John Marin," privately printed for An American Place, and both designed by Robert S. Josephy in a competent and pleasing manner.

THE URBAN OUTCOME 463

attrition, would be, in many ways, the least destructive of the welfare of individual human beings and of social institutions and cultural values. However, it involves one factor of uncertainty, the possibility that population depletion in one country might proceed so much more rapidly than in an adjacent or near-by country, that the inhabitants of the latter could be tempted to undertake an aggressive occupation of the former, with all the vicissitudes which such a course of events would involve.

POSSIBLE FUNDAMENTAL CHANGES IN THE NATURE OF CITY LIFE

All of the foregoing discussion has been predicated upon two lines of analysis: examination of existing tendencies in city life and historical precedent. Might there not be, however, certain new and unprecedented elements in city life which are of such far-reaching importance as to negative such an analysis? That is to say, are there not now present, or in embryo, factors which are ushering into existence a new urbanism, which may, for all one can tell, continue to expand indefinitely? May not, indeed, the society of the future be one continuous chain of cities interspersed with garden-suburbs and with intensely cultivated, mechanically-farmed agricultural areas, from which ample food and other raw materials could be secured for an indeterminate period through an elaborate system of transportation? Such a development is put forward as a probability by certain observers, such as McMillen.* It is, however, one which the author finds it difficult to envisage.

AGRICULTURE AND TRANSPORTATION

The improvement of agriculture, and the development of transportation and communication, are profoundly altering contemporary society. They are reducing the labor-cost factor in agricultural production, and they are making available to the city the products of areas that have hitherto been inaccessible. These forces, however, also facilitate an extensive urban penetration of the countryside which is of

* W. McMillen, *Too Many Farmers*, New York 1929, passim.

A page from "The Sociology of City Life" designed by John Benbow for Longmans, Green

It has always been my impression that the printing of catalogs, especially of the pretentious order, is one of the strong points of American printing. An admirable proof in this year's show is the Lakeside Press production of the "Descriptive Catalogue of Japanese and Chinese Illustrated Books in the Ryerson Library of the Art Institute of Chicago," designed by William A. Kittredge. The special experience of the plant where the Encyclopaedia Britannica was produced, controlled by superior taste has brought forth this successful result. Another good catalog is that of the Altschul collection of George Meredith in the Yale University library, done by Mr. Updike. In this group of "books designed

with the text" Blaise Cendrars' "Panama, or The Adventures of My Seven Uncles" marvelously illustrated and translated by John Dos Passos, deserves a place of honor. It is designed by Arthur W. Rushmore, a document of real intelligence in book-making. Practically all of the books which have so far been mentioned as successful solutions of the main problem in book designing have been produced under specially favorable or other than normal trade conditions.

A small but courageous group of books produced under normal conditions deserves our special attention.

Fatal Interview

SONNETS

by

Edna St. Vincent Millay



Harper & Brothers Publishers
New York and London

1931

"Title-page of Edna St. Vincent Millay's sonnets, 'Fatal Interview,' designed by Arthur W. Rushmore for Harpers

John Benbow has designed for Longmans, Green and Company, a textbook which shows revolutionary improvements in the layout of that type of book. "The Sociology of City Life" by Niles Carpenter, has been set entirely in Baskerville with no use of bold face type whatsoever. Divisions and sub-divisions have been designated by various sizes of Baskerville and Baskerville Italic only. All illustra-

tions have been treated as essential parts of the designing. The result is a volume which is at least as clear and comprehensive as any other textbook, if not more so, and is an attractive volume to the bargain. It is interesting to note that the stimulus for this successful attempt came from the A. I. G. A. Book Clinic, where the possibility of such a volume was first discussed. The book was printed by the Plimpton Press, Norwood, Mass., which also produced Charles Angoff's "Literary History of the American People," published by Alfred A. Knopf, and designed by Louis J. Ansbacher.

15

I GIVE you, Aurelius,
all my love, my treasure;
and now I ask you, beg you
to do me a slight favour.
If ever you have valued anything
beyond all measure, held in your soul, Aurelius,
to guard it from disaster—
then guard this boy. O keep him
intact from all dishonour.

I do not fear the rabble
that walks the streets, nor those who
are absorbed in their own business—
it's you I fear, Aurelius,
for you are too attractive
to all young men both good and bad—
go, work your charms upon them,
leave this boy alone,
(for this I know is but the slightest favour
I ask of you). But if infatuation
drives you mad and you betray my lover,
I'll make my vengeance public.
You'll be in chains, a warning to all who pass the city
gates,

39

by Donnelley harmonizes with the jacket. "Plagued by the Nightingale" by Kay Boyle, Cape and Smith, \$2.50, has been planned with particularly attractive preliminary matter in Lutetia, by Evelyn Harter. The text is in Estienne linotype.

Whereat amaz'd, as one that unaware
Hath dropp'd a precious jewel in the flood,
Or 'stonish'd as night-wanderers often are,
Their light blown out in some mistrustful wood,
Even so confounded in the dark she lay,
Having lost the fair discovery of her way.



And now she beats her heart, whereat it groans,
That all the neighbour caves, as seeming troubled,
Make verbal repetition of her moans;
Passion on passion deeply is redoubled:
"Ay me!" she cries, and twenty times, "Woe, woe!"
And twenty echoes twenty times cry so.

59

*"Venus and Adonis" designed by Leo Hart,
with typography by Will Ransom*

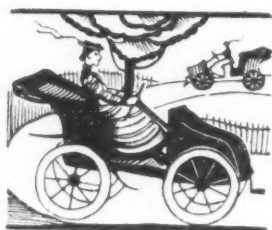
"The Autobiography of Benjamin Franklin," printed for the Limited Editions Club by John Henry Nash, is an outstanding example of "printing against the text," sacrificing reading matter for the benefit of a personal mannerism. Another example of inappropriate presentation is the production of Edmund G. Gress's "Fashions in American Typography," Harpers. In a book devoted to "Brief illustrated stories of the life and environment of the American people in seven periods," the designing problem obviously was to bring out these periods as distinct in themselves, and to present all material illustrating this point against a background as neutral as possible. Instead the presentation of the text itself is anything but neutral.

Ralph Bradford's "The White Way,"

*"The Poems of Catullus" designed by
Robert S. Josephy for Covici-Friede*

A remarkable attempt to provide a normal academical textbook with some added attraction without impairing its function can be observed in Archer Taylor's "Edward" and "Sven i Rosengard," published by the Chicago University Press. The text is composed with straightforward simplicity and a minimum use of plain rules. The unusually fresh and pleasant binding

printed and published by Lester Douglas is objectionable to me for its melodramatic design. Mr. Douglas was represented in last year's show with his "Gospel According to St. Luke," and I ventured to say then that "the printer must be thanked



THE CIRCLE

Around and round the motors ride,—
Around and then away;
And lovely ladies loll inside,
Repairing to the play.

They all are swaddled up in silk,
And folded up in fur;
And all are pale as peddled milk,
Comparing them to Her.

For She puts on the prettiest clothes,
And drives the quickest car;
And every night, where'er She goes
She's followed by a star.

[21]

Page from "Nursery Rhymes of New York City" designed by John S. Fass for the Harbor Press

for his courage in attempting this enterprise, which has resulted in an even more than interesting document in experimentation." His "Gospels According to St. John" in this year's selection, illustrated by Lewis Daniel, is a continuation of last year's conception. There is a third book by the same designer in the show which the writer, to his regret, was not able to examine, the Condé Nast Press edition of "Robbins' Journal," with illustrations by Earle Winslow.

Poetry and Period Printing

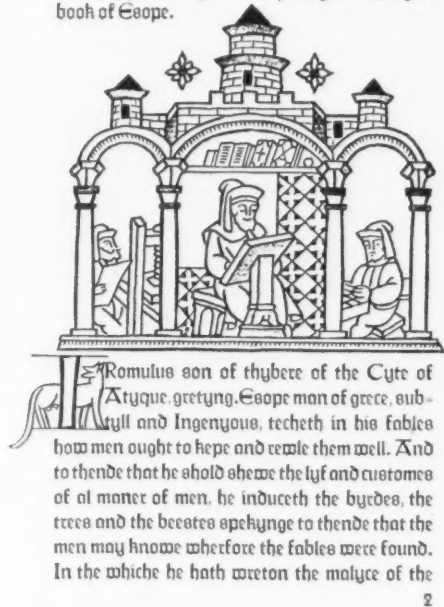
Literary students will be glad to hear that there are over half a dozen poetry

books in the exhibition. Whether this reflects a literary movement or not, I do not know. But the selection is instructive for the variety shown in designing these books. Evidently the main problem seems to consist in the making of a volume, the size of which will go well with the average length and width of the poems in the book. Therefore a book of sonnets is the easiest, each taking up about the same amount of space on the page. It is thus no wonder that what seems to me the most charming little volume of poetry in the group is a book of sonnets. Edna St. Vincent Millay's "Fatal Interview" is composed in *Lutetia* italic by Arthur W. Rushmore at his Golden Hind Press for Harpers. There are a number of other poetry volumes which satisfy in their simple typographic treatment, such as John Burton's "Trackless Winds," John and Seeger, San Francisco, a \$3.00 volume in a very nice binding. Another group attempts more or less successfully, to introduce a certain amount of decorative features on the page, such as the Grabhorn Press edition of Mary E. Bulkley's "Speaking at Seventy" and the Borzoi Book "Quatrains for My Daughter," designed by Elmer Adler and hand set in *Lutetia*. The fact that the volume seems to me slightly "over-designed" is hardly relevant—it is important that for the price of \$2.50 a volume of pride and gallantry has been produced.

There are two nicely illustrated volumes of poetry in the show. "City Child," poems by Selma Robinson, has a fine little illustration by Rockwell Kent with each poem. These verses can well stand pictorial interpretation. The Walpole printing office printed the book for Farrar and Rinehart, the price is only \$2.00. "Nursery Rhymes of New York City" by Louis How, printed and published by the Harbor Press, has very charming colored woodcuts by Ilse Bischoff.

Then there is the "Shakespeare's Sonnets," designed and printed by Richard Ellis for Cheshire House. Any comment on their manner of production applies also to the two other Cheshire House publications in the show, Dante's *Inferno* with the seven Blake engravings and the *Georgics* of Virgil in Dryden's translation with reproductions of the 1697 copper engravings. They are clearly and intentionally pieces of

here begyneth the peface or prologue of the fyrst
book of Esope.



2

A page from "*The Subtyle Historyes and
Fables of Esope*" designed by Edwin
Grabhorn

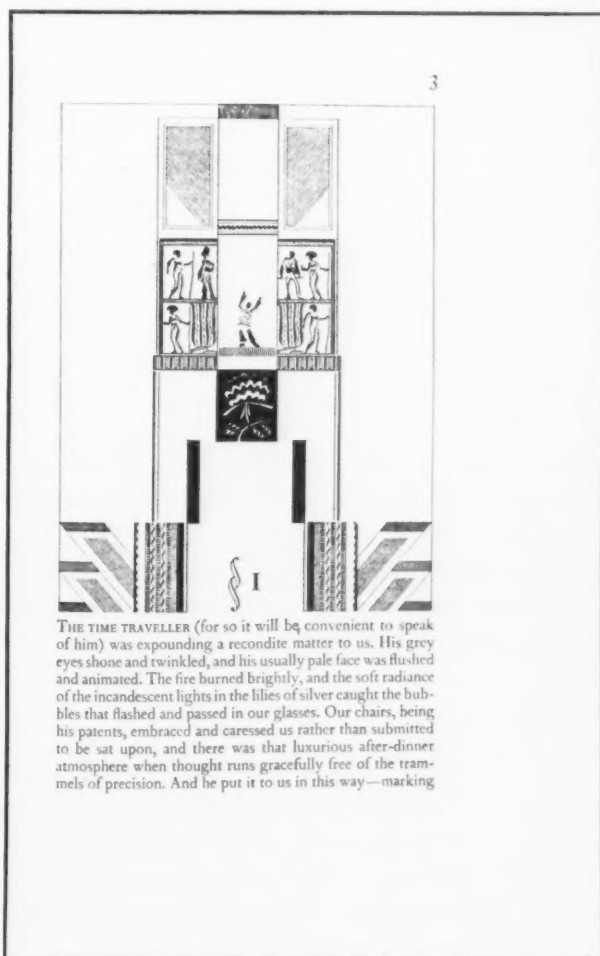
period printing, that is to say the rendering of an old text in a manner reproducing the original manner of its production. Taken as such, they are admirable. They are essentially museum pieces and collectors' items, and justifiable as long as there are enough people to buy them.

Another volume in the show, which we probably ought to count as a period book, is the Grabhorn Press reprint of "*The Subtyle Historyes and Fables of Esope*" in Caxton's translation from the French. The book is charmingly produced. It is set in Rudolf Koch's Jessen Schrift, with decorations and initials by Valenti Angelo. As a presentation of an old text it is done as faithfully as the Cheshire House books. Yet there is an added liveliness and artistic freedom about it, which definitely places it outside of the museum piece category.

Another word about the Cheshire House production may be permitted. There is a publisher's note for Virgil's *Georgics* saying that "they were written as a protest against luxury, greed and vice, that Virgil

saw growing in Rome." If the publisher's intention was the teaching of such a lesson through the medium of Virgil's verses the form chosen for the text is hardly appropriate. But then, he also should not have selected Dryden's translation, which is anything but a faithful reproduction of Virgil! However, this is not the place to discuss editorial policies.

As an example of what can be done to revive a classic poet by selecting a translation that is reliable as well as spontaneous, and by presenting it in a manner free from archaeological associations, Covici-Friede's edition of Catullus's poems can be mentioned. Horace Gregory, the translator, in an excellent introduction explains what he calls his "critical bias concerning the translation of classical literature into the language of our time." He says that "A version of Catullus leaning heavily upon English poetic diction and rhymed English verse-form would be at best a mere experiment in the use of an archaic language,



THE TIME TRAVELLER (for so it will be convenient to speak of him) was expounding a recondite matter to us. His grey eyes shone and twinkled, and his usually pale face was flushed and animated. The fire burned brightly, and the soft radiance of the incandescent lights in the lilies of silver caught the bubbles that flashed and passed in our glasses. Our chairs, being his patents, embraced and caressed us rather than submitted to be sat upon, and there was that luxurious after-dinner atmosphere when thought runs gracefully free of the trammels of precision. And he put it to us in this way—marking

Page from "*The Time Machine*" designed
by W. A. Dwiggins for the Abbey Press

and the music of Catullus's Latin metres would be lost in the connotations of our own poetic tradition." Since the problem of the typographer has a certain fundamental affinity to the translator's problem, Mr. Gregory's important commitment can be recommended as a book production principle. It is gratifying to find that Robert S. Josephy, who designed the volume for Little and Ives, and Zhenya Gay's fine illustrations, are on the translator's side.

It seems as if the popular vogue for period printing were fortunately ebbing away and that at last there will be room for a normally contemporary production. As a laudable example of resisting the temptation, where it was naturally strong in view of the text, the Walpole Printing Office reprint of Horace Walpole's essay "On Modern Gardening" can be mentioned. Although the volume contains illustrations redrawn from old engravings, the book is a fresh and spontaneous piece of designing.

Illustrations and Miscellaneous

Reference has already been made to illustrations in some of the volumes discussed above, concerning, on the whole, cases where the illustrations are intended more or less as an interpretation or as pleasing additional decoration. There are further additions to that group. "Typee, a Narrative of the Marquesas Islands" by Herman Melville, designed by T. Spencer Hutson and printed and bound by Little and Ives for the Aventine Press, is particularly attractive for its general balance and dignity. The illustrations by Guido Boer, although lively and colorful, are unobtrusive and well managed. Norman Douglas' "Summer Islands," with illustrations by Howard Willard and designed by Elmer Adler for The Colophon, also can be mentioned here.

But there is yet another group of illustrated editions, where the artist's work rather than the author is the center of attraction and the production of the book hinges naturally around the pictures. There is Rockwell Kent—Shakespeare's "Venus and Adonis," from the printing house of Leo Hart, an admirable piece of work—except for the binding. There is the Random House edition of Emily Brontë's "Wuthering Heights" with twelve wood engravings by Claire Leighton, which have turned the whole mood of the book to an appropriate somberness. William A. Kittredge, who is responsible for the design of this book, has yet another copiously illustrated volume in the show, Alfred Bonnardot's "The Mirror of the Parisian Bibliophile" edited by Theodore Wesley Koch, a book collector's item with illustrations by Jose Longoria. Rudge has published and printed an interesting piece of Postwar Russian poetry, Alexander Blok's "The Twelve," translated by Babette Deutsch and Avrahm Yarmolinsky, with lithographs by George Biddle. Frederic Warde's sensitive and elegant typography is perhaps a little delicate for the poem as well as for the lithographs.

The Random House edition of H. G. Wells's "Time Machine" designed, decorated, and illustrated by W. A. Dwiggins is certainly as much a Dwiggins book as it is a Wells story and will be heartily welcomed by the great circle of Mr. Dwiggins' friends.

There remains a number of miscellaneous publications, such as Christopher Morley's "Book of Days," Rockwell Kent's "Birthday Book" and others. Although interesting enough in themselves, they represent too special a problem to be treated here as significant examples of appropriate bookmaking.

The Fifty Book Show will open at the New York Public Library, Tuesday evening, February 9th, at 8 o'clock, with a private view for members of the American Institute of Graphic Arts and their friends. The speakers will be Frederic G. Melcher and Lester Douglas. The exhibition will be open to the public February 9-29th.



Linotype Again Leads All Machine Set Books



FOR THE fourth consecutive year more of the books selected for the A. I. G. A. "FIFTY BOOKS OF THE YEAR" Exhibition were set on the Linotype than on any other machine. Fifteen of this year's "Fifty Books" were Linotype set—books ranging in price from two to sixty dollars. These books, their publishers, designers and printers follow:

TYPEE, *Aventine Press*

Designed by T. Spencer Hutson, printed by J. J. Little & Ives Co.

LETTERS OF JOHN MARIN, *Beekman Hill Press*

Designed by Robert S. Josephy, printed by J. J. Little & Ives Co.

PLAGUED BY THE NIGHTINGALE, *Jonathan Cape & Harrison Smith*

Designed by Evelyn Harter, printed by The Plimpton Press

THE POEMS OF CATULLUS, *Covici-Friede, Inc.*

Designed by Robert S. Josephy, printed by J. J. Little & Ives Co.

A BOOK OF DAYS, *John Day Company*

Designed by Critchell Rimington, printed by Quinn & Boden Co.

CITY CHILD, *Farrar & Rinehart*

Designed and printed by Walpole Printing Office

NURSERY RHYMES OF NEW YORK CITY, *Harbor Press*

Designed by John Fass, printed by The Harbor Press

PANAMA, *Harper & Brothers*

Designed by Arthur W. Rushmore, printed by Haddon Craftsmen

A LITERARY HISTORY OF THE AMERICAN PEOPLE, *Alfred A. Knopf, Inc.*

Designed by L. J. Aunsbacher, printed by The Plimpton Press

CATALOG OF THE LITHOGRAPHS OF JOSEPH PENNELL, *Little Brown & Co.*

Designed by Melvin H. Loos, printed by William Edwin Rudge, Inc.

THE SOCIOLOGY OF CITY LIFE, *Longmans, Green & Co.*

Designed by John Benbow, printed by The Plimpton Press

ROBBINS JOURNAL, *Condé Nast Press*

Designed by Lester Douglas, printed by Condé Nast Press

THE TWELVE, *William Edwin Rudge, Inc.*

Designed by Frederic Warde, printed by William Edwin Rudge, Inc.

THE CONSTANCE LETTERS OF CHARLES CHAPIN, *Simon & Schuster*

Designed by Robert S. Josephy, printed by J. J. Little & Ives Co.

ESSAYS AND SPEECHES OF FRANK BERGEN, *Yale University Press*

Designed by George T. Bailey, printed by E. L. Hildreth & Co.

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, NEW YORK

Linotype Narciss and Baskerville

FIFTY BOOKS OF THE YEAR

Exhibitor

AVENTINE PRESS, *New York.*

"Typee," by Herman Melville. Illustrated. (\$3.75). Designed by T. Spencer Hutson. Aventine wove antique. Printed and bound by J. J. Little & Ives. Baskerville linotype.

BARRY VAIL CORPORATION, *New York.*

"Pius XI on Christian Marriage." (\$50.). 580 copies. Designed and printed by the Merrymount Press. Navarre wove antique. Bound in three quarters leather at Harcourt Bindery. Bodoni hand set.

BEEKMAN HILL PRESS, *New York.*

"Letters of John Marin." 400 copies. Printed and bound by J. J. Little & Ives Company. Designed by Robert S. Josephy. Worthy Aurelian wove antique. Baskerville linotype.

BOOK CLUB OF CALIFORNIA, *San Francisco.*

"The Santa Fé Trail to California, 1849-1852." Edited by Douglas S. Watson. (\$30.). 300 copies, one quarter leather. Printed and designed at the Grabhorn Press. Van Gelder wove antique. Centaur monotype.

BOOK CLUB OF TEXAS, *Dallas.*

"Code Duello." (\$3.50). 200 copies. Printed and bound at the Lakeside Press. Designed by William A. Kittredge. Worthy's Marlowe laid antique. Centaur monotype.

JONATHAN CAPE & HARRISON SMITH, *New York.*

"Plagued by the Nightingale," by Kay Boyle. (\$2.50). Printed at Plimpton Press. Bound by J. F. Tapley Company. Designed by Evelyn Harter. Ticonderoga wove antique. Estienne linotype.

CAXTON CLUB, *Chicago.*

"Paper and Printing in Ancient China," by Berthold Laufer. (\$3.50). 250 copies. Printed by Pynson Printers. Bound by Peter Franck. Designed by Elmer Adler. Van Gelder wove antique. Bernhard Roman hand set.

CAXTON PRESS, *New York.*

"Trade-Marks." Designed by Clarence P. Hornung. (\$6.). 650 copies. Printed by Caxton Press. Bound by H. Wolff. Designed and illustrated by the author. Navarre wove antique. Eve Heavy with Civilité hand set.

CHESHIRE HOUSE, *New York.*

"The Georgics of Virgil." Illustrated. (\$24.) 1200 copies. Printed at the Georgian Press. Designed by Richard W. Ellis. Bound in quarter leather by George McKibben and Sons. Special mold made Zerkall laid antique. English Baskerville monotype.

"The Inferno from La Divina Commedia." Cary translation. Illustrated from engravings by Blake. (\$60.) 1200 copies. Printed by The Georgian Press. Bound in full leather by George McKibben and Sons. Designed by Richard W. Ellis. Special mold made Zerkall laid antique. Caslon Old Style hand set.

"Shakespeare's Sonnets," with introduction by Joseph Auslander. (\$14.50). 1200 copies. Printed by the Georgian Press. Bound in leather by Russell-

BRAUNWORTH & CO.

60 BROADWAY

BROOKLYN, N. Y.



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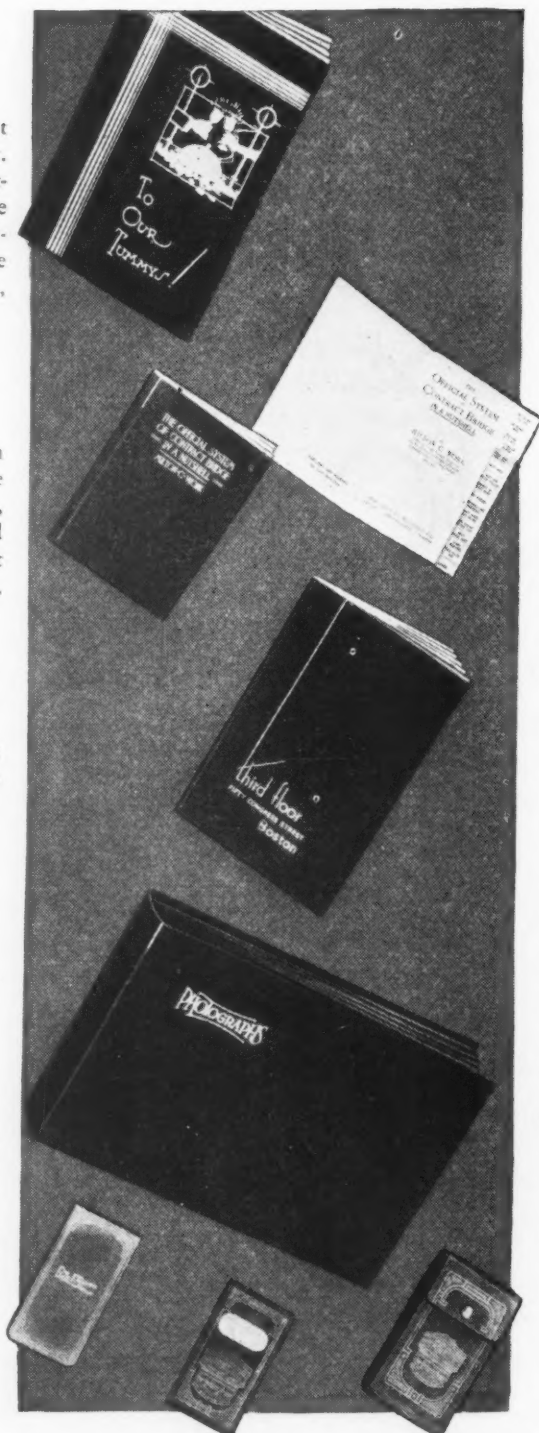
1 New Novelty Guest Book: Published by Mr. Harvey T. Warren. Printing and binding by the Heminway Press, Waterbury, Conn., and the Russell-Rutter Co., New York.

2 Hand-book on Bridge: Published by the John C. Winston Co., Philadelphia, Pa., and bound by the Kingsport Press, Inc., Kingsport, Tenn.

3 Advertising Booklet: Bound by Robert Burlen & Son, Boston, Mass.

4 Photograph Album: Made by The Housh Co., Inc., Boston, Mass.

5 Check Book Cover, Pass Book and Memorandum Book: Made by The United Pass Book and Cover Company, St. Louis, Mo.



FOR those types of books which require a graceful appearance and are traditionally bound in expensive suede leather, Holliston Suede Cloth—distinctive but not costly—is ideally suited. This new cover material gives suede leather appearance yet it costs no more than any good book cloth.

The illustrations on this page show some of the many kinds of bindings for which Suede Cloth can be used most effectively. Undoubtedly they will suggest other uses to you. For any book that will be helped to success by a rich luxurious appearance, consider the versatility of Holliston Suede Cloth.

HOLLISTON BOOK CLOTHS

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BOSTON • NEW YORK • PHILADELPHIA • CHICAGO • ST. LOUIS

Rutter Company. Designed by Richard W. Ellis. Special mold made Zerkall laid antique. Garamont monotype and hand set.

THE COLOPHON, *New York.*

"Summer Islands," by Norman Douglas. Illustrated. (\$6.30). 550 copies. Printed by Pynson Printers. Bound by George McKibben and Sons. German wove antique. Cochin monotype, reset by hand.

COVICI-FRIEDE, *New York.*

"The Poems of Catullus." Translation by Gregory. Illustrated. (\$5.). Printed and bound by J. J. Little & Ives. Designed by Robert S. Josephy. Agecroft Text laid. Bodoni Book linotype.

JOHN DAY COMPANY, *New York.*

"A Book of Days," by Christopher Morley. (\$2.50). Printed and bound by Quinn & Boden Company. Designed by Critchell Rimington. Mellow Book laid. Caslon Old Face linotype.

LESTER DOUGLAS, *Washington.*

"The Gospel According to Saint John." Illustrated. (\$15.). 475 copies. Printed by Judd & Detweiler. Designed by Lester Douglas. Bound by George A. Simonds. Imported French Vidalon Velin. Kabel Light hand set with monotype type.

"The White Way," by Ralph Bradford. (\$4.). 625 copies for sale. Printed by Judd & Detweiler. Designed by Lester Douglas. Bound by George A. Simonds & Company. Worthy Hand and Arrows laid antique. Caslon hand set with monotype type.

FARRAR & RINEHART, *New York.*

"City Child," Poems by Selma Robinson. Illustrated by Rockwell Kent. (\$2.). Printed by the Walpole Printing Office. Bound by H. Wolff. Suede finish wove antique. Parma linotype.

FOUNTAIN PRESS, *New York.*

"Ellen Terry and Bernard Shaw." (\$30.). 3,000 copies. Printed by The Merrymount Press. Bound by George McKibben and Sons. Zerkall laid antique. Janson hand set.

GELBER, LILIENTHAL, *San Francisco.*

"Speaking at Seventy," by Mary E. Bulkley. (\$1.50). 250 copies. Printed and bound by the Grabhorn Press. Designed by Edwin Grabhorn. Van Gelder laid antique. Baskerville Italic hand set.

HELEN GENTRY, *San Francisco.*

"Tom of Bedlam's Song," with an introduction by David Greenhood. (\$5.75). Illustrated by Lowell Hawk. Designed and Printed by Helen Gentry. Bound by Harriet de Mari. Pannekoek laid antique. Poliphilus hand set.

GOLDEN HIND PRESS, *Madison, New Jersey.*

"Hymns and Other Verses," by Frank Mason North. Printed by Arthur W. Rushmore. Bound in leather by Haddon Craftsmen. Strathmore Alexandra laid antique. Goudy Deepdene hand set.

CHARLES E. GOODSPEED, *Boston.*

"Sidney Lawton Smith, Designer, Etcher, Engraver with extracts from

ENDURING THROUGH THE AGES



ALL over the world, these hymns are sung. They have come down to us out of the past, and they will go on and on in the future. In the great churches of the cities, in foreign missions, in revival tents, and in the little hamlet Sunday schools you will find these famous hymnals.* It is important to note that they are bound in Interlaken Cloth. Why? Because the publishers write us, "There is no sterner test for a hardbound book than to be subjected to the treatment which it receives in the average Sunday school. We have been entirely satisfied with the cloth used on each of these books, our experience having shown that our publications are all giving from four to five years continuous service in churches and Sunday schools where the books are being used continuously."

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his Diary." Illustrated. (\$50.). Illustrated by the author. Designed and printed at the Merrymount Press. Bound by the Boston Bookbinding Company. Berestoke handmade. Scotch hand set.

THE GRABHORN PRESS, *San Francisco.*

"The Subtyle Historyes and Fables of Esope." Translation by Caxton. Illustrated by Valenti Angelo. (\$30.). 175 copies. Printed and bound by the Grabhorn Press. Designed by Edwin Grabhorn. Unbleached Arnold laid antique. R. Koch's Jessen Schrift hand set.

THE GROLIER CLUB, *New York.*

"The Colonial Printer," by Lawrence C. Wroth. Illustrated. (\$27.50). 300 copies. Designed and printed at the Merrymount Press. Bound by Boston Bookbinding Company. Hazelbourne wove antique. Mountjoye and Oxford hand set.

HARBOR PRESS, *New York.*

"Nursery Rhymes of New York City," by Louis How. Illustrated from wood engravings by Ilse Bischoff. (\$3.50). Printed by the Harbor Press. Designed by John S. Fass. Bound by Butler Ward Company. B. R. Rag wove antique. Bodoni linotype.

HARPER & BROTHERS, *New York.*

"Fashions in American Typography, 1780-1930," by Edmund G. Gress. Illustrated. (\$5.). Printed and bound by Haddon Craftsmen. Designed by the author. English finish antique. Deepdene monotype.

"Fatal Interview, Sonnets," by Edna St. Vincent Millay. (\$10.). Printed and bound by Haddon Craftsmen. Designed by Arthur W. Rushmore. Pannekoek mold made wove antique. Lutetia Italic hand set.

"Panama, or The Adventures of My Seven Uncles," by Blaise Cendrars. Illustrated by John Dos Passos. (\$10.). 300 copies. Printed by and bound by Haddon Craftsmen. Designed by Arthur W. Rushmore. Utopian laid antique. Bodoni linotype.

JOHN HOWELL, *San Francisco.*

"An Original Leaf from the Bible of the Revolution." Illustrated. (\$17.50). 515 copies. Printed and bound by the Grabhorn Press. Designed by Edwin and Robert Grabhorn. Pannekoek mold made laid antique. Janson hand set.

JOHNCK & SEEGER, *San Francisco.*

"Trackless Winds," by John Burton. (\$3.). Printed and bound by Johnck & Seeger. Designed by John J. Johnck. Title-page decoration by Lawrence A. Patterson. Strathmore Wayside laid antique. Caslon hand set.

ALFRED A. KNOPF, *New York.*

"A Literary History of the American People," by Charles Angoff. In four volumes. (\$5. per volume). Printed and bound by the Plimpton Press. Designed by Louis J. Ansbacher. Ticonderoga novel wove antique. Caslon linotype.

"Quatrains For My Daughter," by Elizabeth Morrow. (\$2.50). Printed by Pynson Printers. Designed by Elmer Adler. Bound by George B. McKibben and Sons. Archer wove antique. Lutetia hand set.

LAKESIDE PRESS, *Chicago.*

"Descriptive Catalogue of Japanese and Chinese Illustrated Books in the

Ryerson Library of the Art Institute of Chicago," by Kenji Toda. Illustrated. (\$7.50). Printed and bound by the R. R. Donnelley & Sons Company. Designed by William A. Kittredge. Lineweave Text laid antique. Fournier monotype.

"The Mirror of the Parisian Bibliophile," by Alfred Bonnardot, with a translation by Theodore Wesley Koch. Illustrated by José Longoria. (\$15.). 500 copies. Printed and bound by the R. R. Donnelley & Sons Company. Designed by William A. Kittredge. Waverley vellum antique. Fournier monotype.

LIMITED EDITIONS CLUB, *New York.*

"The Autobiography of Benjamin Franklin." Illustrated by William Wilke. (\$10.). 1500 copies. Printed by John Henry Nash. Special wove antique. Caslon hand set.

LITTLE, BROWN AND COMPANY, *Boston.*

"Catalogue of the Lithographs of Joseph Pennell," by Louis A. Wuerth. Illustrated by Joseph Pennell prints. (\$60.). 400 copies. Printed and bound by William Edwin Rudge. Designed by Melvin H. Loos. Special Worthy Rag. Granjon linotype.

LONGMANS, GREEN AND COMPANY, *New York.*

"The Sociology of City Life," by Niles Carpenter. Illustrated. (\$3.90). Printed and bound by Plimpton Press. Designed by John Benbow. S. D. Warren's Machine finish. Baskerville linotype and monotype.

BRUCE MCCALLISTER, *Los Angeles.*

"California Hills and other Wood Engravings," by Paul Landacre. Illustrated with wood blocks by the author. (\$6.). 500 copies. Printed by Bruce McCallister. Designed by Grant Dahlstrom. Bound by Weber-McCrea. Navarre All Rag. Monotype Bodoni hand set.

CONDÉ NAST PRESS, *Greenwich, Conn.*

"Robbins' Journal," by Archibald Robbins. Illustrated by Earle Winslow. 355 copies. Printed by the Condé Nast Press. Designed by Lester Douglas. Bound by the Colonial Press. Worthy Text. Regular Bodoni linotype.

THE PRINTING HOUSE OF LEO HART, *Rochester, New York.*

"Venus and Adonis," by William Shakespeare. Illustrations by Rockwell Kent. (\$15.). 1175 copies for sale. Printed by the Printing House of Leo Hart. Designed by Leo Hart. Typography by Will Ransom. Bound by Eugene C. Lewis Company. Worthy Hand and Arrows laid antique. Lutetia hand set.

PRINTING HOUSE OF WILLIAM EDWIN RUDGE, *New York.*

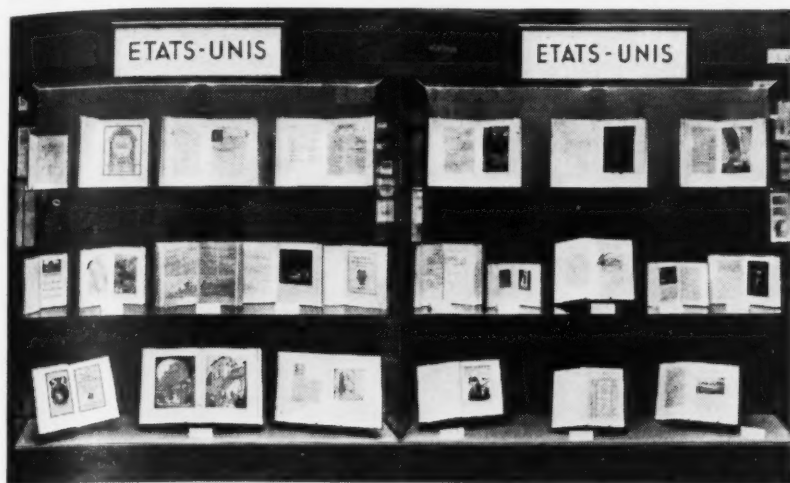
"The Twelve," by Alexander Blok, translation by Babette Deutsch and Avrahm Yarmolinsky. Illustrated by George Biddle. (\$5.). 550 copies. Printed and bound by the Printing House of William Edwin Rudge. Designed by Frederic Warde. Special Worthy Rag. Granjon linotype and hand set.

RANDOM HOUSE, *New York.*

"A Birthday Book," by Rockwell Kent. Illustrated by the author. (\$7.50). 1850 copies. Printed by Pynson Printers. Designed by Elmer Adler. Bound by George McKibbin & Sons. Capuleti wove antique. Hand-lettered.

"The Time Machine," by H. G. Wells. Illustrated by W. A. Dwiggins.

Lakeside Press Books



At the Salon du Livre d'Art Petit Palais, Paris, 1931

By special invitation of the Exposition Committee, The Lakeside Press was represented by twelve books in the international book exposition at Paris last Summer. The books exhibited as representative of the craftsmanship of this Press in bookmaking were: "Moby Dick" by Herman Melville (trade edition in one volume), published by Random House; "N by E" by Rockwell Kent (trade edition), published by Brewer & Warren; "Voyages and Discoveries of the Companions of Columbus" by Washington Irving (edition of 374 copies), published by Rimington & Hooper; "A Conrad Memorial Library" by George F. Keating (edition of 501 copies), published by Doubleday, Doran & Company, Inc.; "Log of the Auxiliary Schooner Yacht Northern Light" by John Borden (edition of 100 copies), privately printed for distribution to friends of the family; "The Travels of Baron Munchausen," with an introduction by Carl Van Doren (edition of 1500 copies), published by The Limited Editions Club; "Journal of a Voyage to North America" by Pierre Francois Xavier de Charlevoix (edition of 200 copies in two volumes), published by The Caxton Club; "The Green Pastures" by Marc Connelly (edition of 550 copies), published by Farrar & Rinehart, Inc.; "Moby Dick" by Herman Melville (three volumes), "Tales" by Edgar Allan Poe, "Two Years Before The Mast" by R. H. Dana, and "Walden" by David Henry Thoreau (all editions of 1,000 copies), published by

R. R. Donnelley & Sons Co.

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Publishers interested in finer formats for their books, together with economical production, may well investigate the resources of The Lakeside Press which include

IMPORTED TYPES
from England, France and Germany. The Lakeside Press has recently imported types of superior excellence and distinction. Some of the monotype faces especially suited for book work are shown below.

PLANTIN

is an English Monotype face, especially adapted to the setting of much matter in limited space. By Oxford it has been used for Bibles and Prayer books and combines boldness with clear legibility. This specimen of type is set in 8 point.

BASKERVILLE

is a book type face from an historic model which is suitable for contemporary works which require a sharp, clean cut, modern face. This paragraph shows the 10 point.

FOURNIER

is from an old French type model. It is especially clean cut and legible and suitable for contemporary books in which it is desired to give the type page character and style out of the ordinary. This paragraph is 12 point.

CENTAUR

from the designs of Bruce Rogers is available on the Monotype at The Lakeside Press in sizes from ten to seventy-two point. Publishers are invited to avail themselves of these types for work in preparation. This is 14 point.

(\$12.50). 1200 copies. Printed by the Abbey Press. Designed by W. A. Dwiggins. Bound by Boston Bookbinding Company. Dacian laid antique. Fournier monotype.

"Wuthering Heights," by Emily Brontë. Illustrated with wood engravings by Clare Leighton. (\$15.). 450 copies. Printed and bound by the R. R. Donnelley & Sons Company. Designed by William A. Kittredge. Worthy Signature plate. Plantin monotype.

SIMON AND SCHUSTER, *New York.*

"The Constance Letters of Charles Chapin," edited by Eleanor Early and Constance. (\$3.50). Printed and bound by J. J. Little & Ives Company. Designed by Robert S. Josephy. Ticonderoga laid antique. Granjon linotype.

UNIVERSITY OF CHICAGO PRESS, *Chicago.*

"Edward" and "Sven i Rosengard," by Archer Taylor. (\$2.50). Printed by the University of Chicago Press. Designed by Mary A. Alexander and H. J. Bauman. Bound by the R. R. Donnelley & Sons Company. Klokay wove antique. Caslon Old Style monotype.

THE MERRYMOUNT PRESS, *Boston.*

"A Catalogue of the Altschul Collection of George Meredith in the Yale University Library," compiled by Bertha Coolidge. 500 copies. Designed and printed by the Merrymount Press. Bound by the Boston Bookbinding Company. Zanders handmade Oxford hand set.

"Opus V." 25 copies privately printed. Printed by the Merrymount Press. Bound by Harcourt Bindery. Kelmscott handmade. Janson hand set.

YALE UNIVERSITY PRESS, *New Haven, Conn.*

"Essays and Speeches of Frank Bergen." 2 volumes. 300 copies privately printed. Printed by E. L. Hildreth & Company. Designed by George T. Bailey. Bound by Boston Bookbinding Company. Crane's Olde Book laid. De Vinne linotype.

YOUNG BOOKS, INC., *New York.*

"On Modern Gardening," by Horace Walpole. Illustrated. (\$8.50). 325 copies. Printed by Walpole Printing Office. Designed by Edmund B. Thompson. Bound by Eugene C. Lewis Company. Zerkall mold made Fournier hand set.



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The Laboratory Press at the Carnegie Institute of Technology in Pittsburgh

Porter Garnett and the Laboratory Press

Francis P. Dill

“THE men of my generation who wish to live the creative life on any level will have to devote much of their energies to the task of resisting exploitation.” There is a two-fold purpose in this quotation from the writings of Henry Marsden when it is assigned to the beginners in fine printing. In the Laboratory Press at the Carnegie Institute of Technology in Pittsburgh, Porter Garnett annually assigns this quotation to the incoming students as their first problem. The instructions are to set it in Caslon caps of fourteen point and Garamond and Lutetia caps of sixteen points letter-spaced. Mr. Garnett, Master of the Laboratory Press, has applied this quotation to the many activities of his life. He hopes that in the period of several weeks during which the students set, space, and respace these few lines they will comprehend the meaning of the words and incorporate them into their own lives. To close the work on the elementary application letter-spacing Mr.

Garnett has each student set “Letter spacing without revision is difficult.” The several settings are placed in a galley and a proof pulled so that they may be compared critically. It is upon this basis of inter-related principle and application that the Laboratory Press is conducted.

In 1923 the president of the Carnegie Institute of Technology invited Porter Garnett to conduct a critical survey of the Department of Printing at the Carnegie Institute of Technology. The theme of Mr. Garnett’s report and recommendations was that insufficient emphasis was being placed on the esthetic values of fine typography and fine printing. As a result of this, Mr. Garnett was invited to Carnegie Tech to organize the courses which he deemed necessary to provide instruction in fine book design. He conceived the idea of establishing the Laboratory Press with himself as the master and instructor and the pupils as apprentices and students. At first there were three courses offered by the

A New Scrap Book by Tony Wons

printed by W. B. Conkey Co.

and distributed by The Reilly & Lee Co., Chicago, Ill.

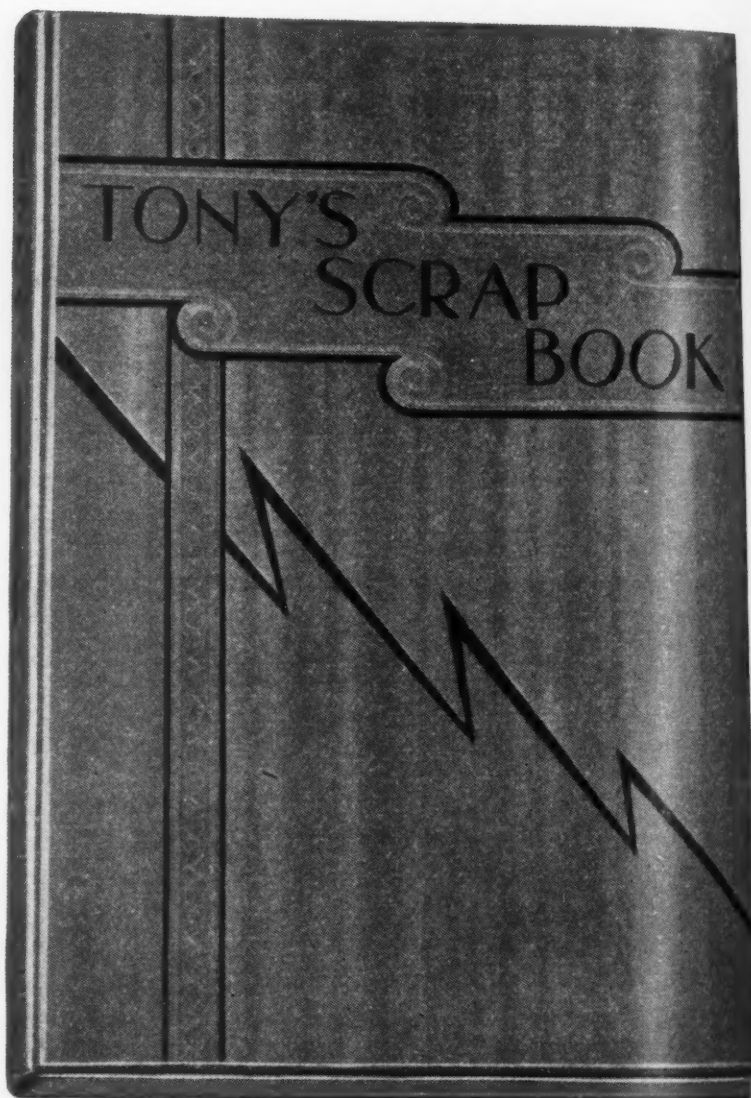


YOU'VE heard Tony Wons over the radio. You've heard him announce the "mellow music" of the program orchestra and, perhaps, recite a poem in his own inimitable way.

Well, Tony has just published the fifth of his "Scrap Books." Thousands of radio listeners are the proud possessors of previous editions and there will undoubtedly be thousands who will want this, his latest.

Tony's new book, known as Scrap Book No. 2 — cloth bound, was printed by the W. B. Conkey Company. It is being distributed by The Reilly & Lee Company. Here it is, an attractive, well printed, and well bound volume and the job was delivered in a remarkably short time.

For over fifty years the W. B. Conkey Company has specialized in the manufacture of hard bound books. Today, as never before, this Company is dedicated to the idea that every publisher should demand better quality and increased efficiency in book manufacture.



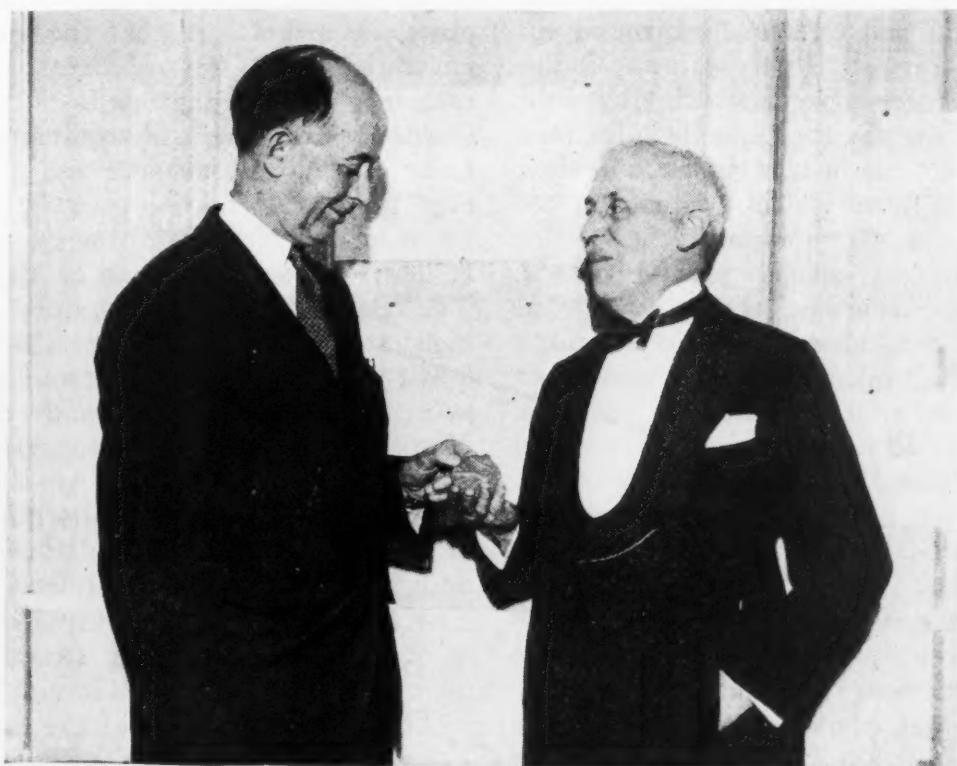
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Porter Garnett receives the Gold Medal from Frederic Melcher, chairman of the Awards Committee of the American Institute of Graphic Arts. The award is made annually for an outstanding contribution to typography

Laboratory Press, but today Fine Printing is the only one that remains. The Laboratory Press is unique in the annals of printing, for it is the only purely private press to be connected with an educational institution.

The Laboratory Press is adjacent to the Department of Printing from which practically all its students are drawn. One large room and an office house the Press. Upon the walls of both of these rooms are hung framed specimens of fine printing, both examples of the work of the students and original pieces printed by the great master printers of all time. Along a portion of the rear wall is the working library. In it are many fine books. Some are as much treasured for their fine typographic style as they are for their contents, while others are valuable for the literary composition in them. All of them continue to form a wealth of information and inspiration to those young men who study under the supervision of Mr. Garnett. A large handpress and its accompanying ink table and brayers comprise the press equipment. An abundance of good type of excellent

design with plenty of spacing materials form the most used tools of the student. In one corner is a screw press which is used in pressing the dampened paper before it is printed. That is the physical equipment of the Press. Students might go there and use the tools forever without any great value to themselves. Who are they who come? What is the spirit which animates the Laboratory Press and makes training there so valuable?

Except in the few cases where men of unusual merit enter the class in Fine Printing as special students, the pupils are drawn from the senior and second year course classes of the Department of Printing. During April members of these two classes who have had good above-average grades in English and hand composition are invited to write papers on fine printing and its place in civilization. The writers of the best of these papers are offered an opportunity to enter the class in Fine Printing. There are generally between six and ten men selected for the course. The men who take this course are deeply interested in the work. Some of them aspire to become

book designers. Others desire the training as a cultural and esthetic background for their work generally in the printing industry. Still others take the training with the hope that some day they may have the time to devote to conducting presses of their own, either those which produce limited editions for a discriminating clientele or those which are simply private presses. Among those who have enrolled as special students at the Laboratory Press are many who have had much academic training or experience in printing plants. They come for one year and devote their entire time to the study and practice of fine printing. Some of them come back for one or more years' additional work. They come because they are fired with an ambition and fed with a wonderful inspiration. Most of the students form a patiently pugnacious group with a tremendous amount of concentration. Creative work is not easy. Every piece of fine printing represents an unbelievable amount of time consumed in tedious work of refining details. The members of any class at the Laboratory Press are convinced that the results are worth the effort. Time after time either upon their own criticisms or upon the criticisms of the master they will revise and refine the composition or presswork of a specimen. Time is of no importance to the student of fine printing; he is interested in results—excellent results.

Without Porter Garnett there would be no Laboratory Press as we know it, for he is the spirit and guiding force of the Press. Long conversations and short lectures of explanatory, critical, and analytical nature with many demonstrations are Mr. Garnett's way of giving of his knowledge and experience to the students of fine printing. Formal, rote instruction in the Laboratory Press is unheard of. As master of the Press Mr. Garnett assigns individual problems and class projects. As apprentices the students accept the responsibility of doing the work to the best of their abilities. From time to time they will take proofs into the office. Then follows the real instruction. Mr. Garnett examines the work and comments on it; he questions the students as to why they did this or did that; he explains why perhaps that is not quite what it should be; he analyzes and criticizes the truth and sincerity of every portion of a

proof before the type ever reaches the press; he makes sure that the impression, moisture, and register are correct before the specimen is finally printed. Often Mr. Garnett's comments and requirements seem to be of minor importance and difficult to execute, but after these suggested changes are made the students are again confirmed believers in the judgment of the master. The standards of the Laboratory Press are high, and we give to Porter Garnett full credit for the fact that these standards have never been lowered. Not only does Mr. Garnett require that the typographic style be most tasteful and the printing excellent, but moreover he permits the printing of only fine literature and demands that it be printed on the finest handmade papers. The spirit of the Laboratory Press is the spirit of one man—printer, scholar, gentleman, and friend—Porter Garnett.

The tangible product of the Laboratory Press is an annual group of specimens of fine printing. All of the specimens are entirely the work of students. Fine old-style types are carefully set and adjusted. The hand-presswork on each gives a sharp clear impression which dries deep into the soft moist paper. All of these are finely composed and printed. They contain a wonderful variety of delicious fragments of unusual literature. The Laboratory Press does not print the usual group of excerpts from the great classics which have so many times been printed in one form and another. Mr. Garnett carefully selects these choice jewels from the literary gems of the world, using his broad experience with books and culture as background. The *Marginalia* of Edgar Allan Poe was first collected and printed as a book by the Laboratory Press. The *Marginalia* is one of the most interesting examples of book design which has been produced by the students. In reading this book one feels the spirit of marginal notes which was the spirit in which Poe began to collect and annotate his notes for publication in a magazine.

The largest work published by the Laboratory Press up to now is the "Story of the Laboratory Press." This is a large book in which the history of the founding of the Laboratory Press and the story of its early years is related. An interesting feature of this book is a series of full page

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initial letters which were drawn by members of the Press. Last year for the first time something written by Mr. Garnett himself was printed; a small book called "What Is It?"

From year to year the Laboratory Press grows, and more and more students come to get inspiration from the master printer. Every June another half dozen young men go out into the printing and publishing crafts better men because they have known and worked with Porter Garnett and because for several hours a week they have been trained in the Laboratory Press and under its motto: "Nil Vulgare—Nil Pertriti—Nil Inepti."

American Institute of Graphic Arts Awards Its Gold Medal to Porter Garnett

THE Gold Medal of the American Institute of Graphic Arts was bestowed on January 27th on Porter Garnett, Master of the Laboratory Press of the Carnegie Institute of Technology of Pittsburgh "in recognition of the inspiration he has given to young men entering the craft of printing." The presentation was made at a largely attended meeting of the Institute in New York and presided over by Harry A. Groesbeck, Jr.

Addresses were made on the occasion by Frederic G. Melcher, Chairman of the Committee on Awards, Harry L. Gage, First Vice President of the Institute and formerly connected with the Carnegie Institute of Technology, Ellsworth Geist of S. D. Warren Company, a former student at the Institute, and Wilder Bentley, a present pupil of Mr. Garnett's.

The Institute Medal is given for distinguished service to the field of graphic arts, and has been in the past awarded to such leaders as Frederic W. Goudy, type designer; typographers including D. B. Updike, Bruce Rogers, Carl P. Rollins, Edwin Grabhorn; and designers including Will Dwiggins and Thomas M. Cleland; patrons and sponsors for the progress of the graphic arts such as Henry W. Kent of the Metropolitan Museum and Burton Emmett; research workers such as Dard Hunter; and now to Porter Garnett as a distinguished teacher of printing.

"The Book Collectors' Packet"

PAUL JOHNSTON, well known as a designer of books and writer on subjects of book design, is about to publish from his present address of the Crow's Nest, 531 Broad Street, Meriden, Conn., a monthly entitled "The Book Collectors' Packet." This is to be a news letter discussing fine books, bibliography, typography, and kindred literary subjects. It will be published in folio size, set in three columns with a limit of eight pages. The subscription price is \$1.80 a year, the first number being March, 1932.

Binders Board Specifications

THE Binders Board Manufacturers Association is releasing to the trade standard specifications for binders board, adopted unanimously by the member mills.

Binders board is designed as "a distinguishing name applied to the highest quality pulp boards made to full thickness in one operation; not a laminated board, nor a chip, news, or posted board." The specifications cover thickness, bursting strength and flexural properties.

Worthy

MARLOWE

is the paper used
in two recent "Items":

"CODE DUELLO," Book Club of
Texas (Lakeside).

"THE IDEAL BOOK," Essays by
Messrs. Dill and Garnett, The Lim-
ited Editions Club (Walpole).

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Birds and Trees of North America

ONE of the most unusual undertakings in American publishing will reach its completion during the next few months, a set of books entitled "The Birds and Trees of North America," which is an extraordinary testimony to the perseverance and genius of a single man, Rex Brasher, of Kent, Connecticut. Fifty years ago Mr. Brasher, then a boy of ten, was walking along the country roads of Connecticut with his father, a man noted for his knowledge of birds and after whom had been named the Brasher Warbler. The father said to the boy, "It's too bad there is no book which reproduces all of these birds in their exact colors. 'I'll do that myself,'" said the boy. And he did. It has been his absorbing and only occupation for fifty years.

During this time he has lived a life in the open, become familiar with the woods in every part of the country, and come to know every species of bird in its natural habitat and its daily habits. In order to know the water birds better, he bought a small boat and for two years sailed the coast from Maine to Florida. To gain more knowledge of the large water birds he shipped for a year on a Gloucesterman. He has traveled west and south, north

and east, making his sketches, and finally his paintings were completed, all done to the exact scale, so that the reproductions could be the same size as their originals. He had gathered together a series covering every species in the Ornithological Checklist, in all about 1,200 species in 872 paintings.

During this time Mr. Brasher had also been making studies of the trees which were the daily background of these birds, so that in the series of paintings the principal American trees appear on one plate or another.

When this work had been rounded out and the completed series of paintings was in Mr. Brasher's studio in Chickadee Valley, at Kent, Conn., the problem of reproduction seemed insuperable. Printing by a number of processes was considered, but the cost was estimated by one printer competent to do it at \$500,000, and Mr. Brasher did not feel that even then all the colors he wished to preserve in the paintings could be reproduced. Finally the plan was developed of reproducing each painting by photographic originals. This was undertaken by the Meriden Gravure Company, which made 100 actual photographic prints of each painting on rag stock supplied by

the Ticonderoga Paper Company. Then Mr. Brasher undertook a piece of work of extraordinary extent, the task of coloring by hand these 100 sets, which meant over 87,000 separate plates, some of them carrying as many as fifteen or twenty colors, each one done by Mr. Brasher with the original painting in front of him.

The plates themselves are $10\frac{1}{2} \times 14$, oblong, printed on paper of slightly larger size and hinged with a silk hinge into 12 volumes, bound in stiffest board, with a leather back. The plates are accompanied by a few paragraphs of descriptive text, and all the plates have been assorted by family, so they can be easily studied. The books are looseleaf, and the plates can be taken out separately for exhibit or study.

Besides the 100 complete sets, a number of extra sets have been made of the game birds (the Upland Game Birds, the Water Fowls, the Shore Birds) altogether making three volumes instead of the twelve of the complete work. The price of the complete set is \$2,400; and of the three volumes of game birds, \$750. For the 100 sets Mr. Brasher has already had 75 subscriptions, mostly from Eastern collectors, so that his life work and one of the great contributions to American ornithology bids fair to be a success.

No one can read such a tale of genius and perseverance in book production without thinking of the great Audubon, who, a hundred years earlier, had traveled in the then pioneer America to study and paint birds and who, as has Mr. Brasher, then faced with indomitable courage the difficult problem of finding ways and means to publish and to market the resulting work.

Gravure Plates

IN regard to the new process of illustration by sheet-fed gravure, noted in this department last month, it has been pointed out that much credit for the excellence of the process should go to the makers of the plates. In the case of the "Sword of God," which was mentioned as an example, at that time, plates were made by Intaglio Gravure, Inc., New York City, engravers and reproduction specialists of fine book illustrations.

New Printing Courses for New York Students

NEW courses in printing begin February 2nd at New York University in its Division of Graphic Arts. The plan is to furnish inspiration as well as practical knowledge of the principles underlying the best typography. Fine examples of the past and present will be studied to develop the typographical taste of the student. Emphasis will be placed on the important differences between typography of fine books and that of advertising.

The course is limited to twelve students, and the fee is \$42 for sixteen sessions or more. The hours are Tuesdays from six to nine. Application should be made to O. H. Fuhrmann, South Building, Washington Square East.

Other courses of the second half year are: "Layout," Thursdays six to nine, fee \$30; "Making of Dummies," Wednesdays, six to nine, \$35; "Study of Contemporary Printing," Wednesdays six to eight, \$20; "History of the Graphic Arts," Fridays five-thirty to seven-thirty, \$20; "Problems in Design," Tuesdays, six to nine, \$30.

The Ideal Book

A DEFINITION of the "Ideal Book" by the literary editor of the Brooklyn *Daily Eagle*, which was not submitted in the Limited Edition Club's recent contest reads in part:

"The ideal book is one that picks itself up when it falls off the end of the shelf. . . . It will contain self-turning pages, self-cutting pages and, for that matter, self-marking margins. . . . The ideal book, when stolen, will cry like a mama-doll, in the home of the thief, so that he will be ashamed of himself. . . . The ideal book will have a cover of some sort which no borrower can ruin by using on the baby grand as a place on which to put a dripping highball. . . . It will bark and scare babies who like to tear out illustrations. . . . Above all else it will be illustrated by some one like Rockwell Kent or Arthur Rackham, bound in full morocco, printed on rag paper and will cost the two cents in change one gets from buying an evening newspaper."

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Full Trim: A Bias on Current Bookmaking

Evelyn Harter

November

BY GUSTAVE FLAUBERT

"Pour naïf et fantaisique"

MONTAIGNE



NOVEMBER

A NOVEL BY GUSTAVE FLAUBERT

Introduction JOHN COWPER POWYS

Translation FRANK JELLINEK

Illustrations HORTENSE ANSORGE

Design ERNST REICHL

Printer and Binder H. WOLFF

Paper KENNELLY LAID

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Title-page and the following recto page from the first book published by the Roman Press

ONE are the days when publishers thought it necessary to fill a title-page with flowery passages descriptive of the contents of the book; those balanced phrases and persuasive adjectives have been banished, rightly, to jacket flaps and advertising columns, to be revived only for the purposes of period typography. We have seen a number of variations in the matter displayed on title-pages since the palmy days of the "true discourses" but on the whole publishers have agreed that a title-page should be a document giving the names of the parties (author and publisher) responsible for the appearance of the book, and placing its publication in time and space.

We have a volume which makes a clean and radical departure from this traditional arrangement in Flaubert's "November" (Roman Press). Proceeding on the belief that the title-page is solely author's domain, the designer, Ernst Reichl, has exiled all other data about the book to the following recto page and has included on this second page, which resembles the cast of a play, many other details of legitimate interest to the bibliophile, such as the name of the paper and the name of the printer and binder. There has been a tendency to scatter this information in all sorts of odd corners in the front matter of a book—on the agency page, the copyright page, on special part-titles—and to sweep up every-

thing not previously covered in a special colophon at the end of the book. These are post-natal affairs, with which the author who brought forth the book had nothing to do; yet they contribute vastly to the volume which we turn in our hands, and it seems logical that they should be gathered together on a separate, simply-arranged page.

It is, however, an open question whether a publisher should not face the public hand in hand with the author on the title-page. We understand that the omission of the publisher, city and date on the title-page makes for considerable extra work for the library cataloger under the prevailing system, making it necessary for him to type several additional lines on every card.

"November" has other points of originality to be noted. The introduction by John Cowper Powys fills only the lower half of each type page, in what the designer tells us is an old French custom. The book is very attractively bound over semi-flexible boards in gray and reddish-brown, with stamping on the back in gold and white foil. It is set in 12 Bodoni Book on 18 and is printed on Kennelley Laid Offset paper. The title-page and the illustrations are in black and reddish brown. The Roman Press makes a generous gesture in listing (on the back flap of the jacket) the title of Flaubert's other books and the names of their publishers.

When we printed in the December 5th issue the "Long Christmas Dinner" program with the reverse plate which could be read in the dark, it was with some wonder that the idea had not occurred to anyone before. It now appears that it had. S. C. Roberts of the University Press, Cambridge, writes from England that "Programs which can be read in the dark have been in use for some years past at the Festival Theatre, Cambridge, England." It is somewhat of a marvel to us that the idea has not cropped up more frequently. We remember, however, a caution of Frederic Warde's, speaking of program planning, relative to the necessity of providing wide margins in order that a lady's white gloves might not be soiled by fresh printer's ink. The havoc in a polite assembly if these reverse programs were rushed direct from the job press to the theatre can be imagined.

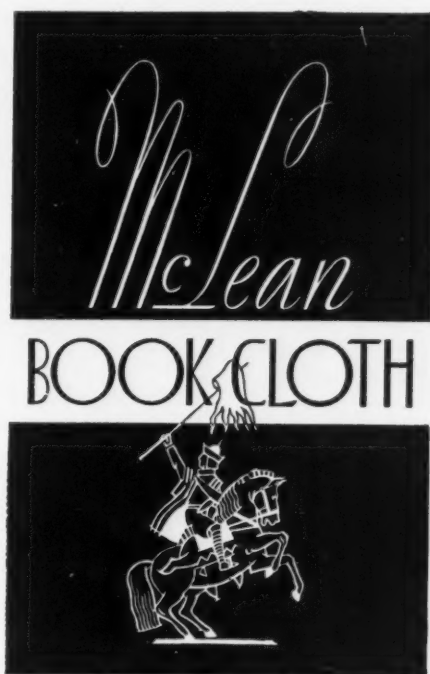
This week the catalog of an exhibition of prints belonging to Lessing Rosenwald (R. R. Donnelley & Son) arrived in the mail. It is offered in a modest manner, without explanatory colophon or preliminary ballyhoo, yet it is worthy to stand alongside the Lothian catalog as a piece of printing. The type is English Monotype Centaur, exquisitely spaced and fitted, and it is printed on Ivory Veltone Courier Book. Two impressions are used—one gray 150 screen block underneath, the illustrations also in 150 screen on top. The reproductions so handled retain the luminosity and delicate detail of the originals. The amount of time required to do a book in this manner—the book was run through the press three times, once for the type matter (letter-press) and twice for the illustrations—makes the method prohibitive for most commercial printing, but this catalog should show the possibilities of offset to any scoffers who remain.

Mrs. Marie Harriman writes in defense of Ovid's "Metamorphoses" (the price of which we questioned in our comment last month) as follows: "The book contains 395 pages of text, hand-set in Caslon Elzevir, beautifully imposed, imprinted in two colors throughout (with perfect register, evenness of color and "backed-up" to perfect alignment) on Arches handmade water-marked cream laid paper." She notes also that although it has no binding at present it will shortly be provided, as announced, with a parchment slip cover and a box to match. Our error about the method of reproduction which was the point of our criticism, has already been acknowledged. Mrs. Harriman says that the book has had a very good sale in France and we understand that it has done very well here, too.

Come, Come Department

"Which Way?" (*Doubleday Doran*). Unity in book design exemplified by the repetition four times (backbone and recto of jacket, backbone and recto of binding) of the same line cut—a young lady seated at a table covered with a clutter of papers.

"Uninvited Guests: A Short Account of the Animals Living In Or On Us" (*Knopf*). Questionable experiment in putting running heads in outside margins. It is probably just as logical to put them there as at the top of the page, but the eye has



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its habits; it can ignore them calmly at the top of the page; if they flank the pages many of us have the uneasy feeling, left over from the study of school-books, that they are side-heads and ought to be read.

Second Clinic Problem

AS the second case problem for competition and discussion in the program adopted for this year, the Book Clinic presented to its members a new non-fiction book called "The American Mind" furnished by Jonathan Cape and Harrison Smith through arrangement with Ernest Reichl of the H. Wolff Estate. It was a manuscript of about 115,000 words, providing a special problem in its numerous lengthy footnotes. The members of the Clinic were provided with all the data necessary for the preliminary pages, together with several pages of manuscript copy, and were told that the book would sell for \$3.00 and that the approximate size would be 5½ x 8.

Of the seven solutions submitted, the winning design was that of Mr. Louis W. Beisch of the W. H. Denney Co. Mr. Beisch has been with this house for about a year, and before that was in the layout department of the Bartlett-Orr Press. This was his first venture into bookmaking. His specifications called for setting the book in 11 Granjon on 13 with footnotes in 8 pt., separated from the text by a hair-line. The front matter was distinguished by the use of stars in various groupings and stars were used as ornaments to flank the runningheads. The title-page was in Garamond in 16, 18 and 36 point sizes. The binding specifications included a cream-colored cloth stamped in black ink and gold, and the jacket is planned for black and brown ink on tan stock.

Jonathan Cape and Harrison Smith will manufacture the book in accordance with the specifications and will publish it this month. They will include a special colophon explaining the source of the design, and will present 50 copies of the book to members of the Clinic.

The runners-up were Arthur Thompson of the Bell Telephone Laboratories and Robert Josephy, free-lance designer, who set their books in 11 pt. Caslon on 13 and

11 pt. Scotch on 13 respectively. These two designs, as well as the winning one, were figured on for composition and printing and it was found that Mr. Beisch's layout was not only favored from the standpoint of design but was also the most economical. In general the Committee, composed of Hal Marchbanks, Clarence Hornung and Evelyn Harter, agreed that insufficient thought had been given by all seven competitors to the bold and critical spirit of the book. Most of the layouts stressed a conventional patriotic design not appropriate to the rebellious quality of the book.

New Fabrikoid Grains

EIGHT new fabrikoid grains of recent development have been announced by the Fabrikoid Division of E. I. du Pont de Nemours & Company. The designs include Pig 4, Baby Porcupine, Moire 9, Stag, Satin 3, Snake 4, Ripple and Box Calf. A booklet with samples is available on request from the du Pont Company.

A New Book Club

A NEW type of book club which, perhaps, was first invented by Carl P. Rollins when he organized the Bacchus Club is again used in the organization of the Company of Amateur Brewers, organized by A. P. Wallace of Brattleboro, Vt., whose members, having paid their dues of \$2, will be supplied with a copy of the proceedings of the society, known as the "Handbook." The invitation to members states that the proceedings will be carefully printed from the design of a well-known typographer. The volume will be a 12mo, embellished with several old woodcuts and will prove not only extremely practical and useful but also entertaining and interesting to all those who love the exact knowledge and the lore of the old-time crafts.

Huge Printing Order

THE largest book production order of the season and one of the largest in years is Funk & Wagnall's printing of 300,000 sets of the popular encyclopedia to be used as a premium with a three year subscription to the *Literary Digest*. Four plants are handling the order, three in New York and one in Chicago.

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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

TWO weeks ago the Weekly Record contained a number of books on France. This week the Germans are featured. Though several books about Hitler, the Nationalist Socialist leader of Germany, have been announced, the first one is published this week, "Hitlerism, the Iron Fist of Germany," by an author who writes under the name of "Nordicus." A Frenchman, Pierre Viénot interprets Germany, in "Is Germany Finished?" from his knowledge of the German character. The Managing Editor of *The Commonwealth* George N. Shuster writes about "The Germans" in a book published this week. He discusses the influences of the past on present-day Germany, its present problems, and modern religious and artistic movements. The second volume of Knopf's "Contemporary Thought of Germany," by W. Tudor Jones has just been published. Appealing to the same customers who are interested in these books is "Russia" by Hans von Eckardt, Professor of Political Science at the University of Heidelberg, who gives a comprehensive explanation of the country today in the light of its historical development.

The newest addition to the list of books about President Harding, this one exonerating him from many charges that have been brought in other volumes, is "The Inside Story of the Harding Tragedy" by Harry M. Daugherty and Thomas Dixon.

In "Man Comes of Age" John Langdon-Davies attempts to explain what the

latest developments of science have to do with the individual. Thoughtful Americans will also want to see "Use Your Mind," a book on the art of thinking translated from the German of Arnold Hahn.

Under the name of Branch Cabell, James Branch Cabell has written a book of essays, "These Restless Heads." On the same publication date his publisher issues a revised edition of Mark Van Doren's essay on Mr. Cabell. Plays which are great successes in New York always have good sales in book form. See Molnar's "The Good Fairy." "The Saginaw Paul Bunyan" continues the adventures told by Stevens in his successful "Paul Bunyan." "The Omnibus Book of Traveller's Tales" is edited by Waldman. A modern travelers' tale is "Afloat and Aflight in the Caribbean" by Freeman. New reprints are listed under Coulson, Maupassant, and Seabrook. In honor of the Lewis Carroll Centenary, Macmillan issues a facsimile edition of the original manuscript book which was later developed into "Alice's Adventures in Wonderland."

Excellent books on a number of special subjects appear this week: Chapman, "Handbook of Birds of Eastern North America," revised edition; Rine, "The Ideal Boston Terrier"; Harbison, "Our Dogs"; Haney, "Brookers' Loans"; Sheldon, "Consumer Engineering"; Lloyd, "A History of the English House"; Howells, "Lost Examples of Colonial Architecture."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.

The Weekly Record of February 6, 1932

All through storyland, no. 365. 356p. il. O '31
Akron, O., Saalfield Pub. Co. bds., \$1

Amherst, Jeffery, 1st baron

The journal of Jeffery Amherst; ed. by J. Clarence Webster [lim. numbered ed.]. 365p. il. (col. front.), maps O (Canadian historical studies) ['31] Chic., Univ. of Chic. Press

buck., \$7

Recording the military career of General Amherst in America from 1758 to 1763.

Ashton, Helen, pseud. [Mrs. Helen Rosaline Jordan]

Bricks and mortar; a novel. 304p. D c. Garden City, N. Y., Doubleday \$2.50

The story of a young English architect, his marriage for love, then his gradual realization that his wife cannot interest herself in his career, his absorption in his work, and his companionship with his daughter.

'Attar

The Persian mystics, 'Attar; by Margaret Smith. 104p. S (Wisdom of East ser.) ['32] N. Y., Dutton \$1.20

The poems of an early Persian mystic, with an introduction on his life and work.

Austin, Anne

One drop of blood; a mystery novel. 319p. D c. N. Y., Macmillan \$2

Dr. Carl Koenig, one of the owners of the Mayfield Sanitarium for mental cases is murdered.

Ayer (N. W.) & Son's Directory of newspapers and periodicals, 1932. 1352p. maps (col.) O [c.'32] Phil., N. W. Ayer & Son \$15; thin pap. ed., \$20

"A guide to publications printed in the United States and possessions, the Dominion of Canada, Bermuda, Cuba and the West Indies; including 100 maps; descriptions of the publications; the states, cities and towns in which they are published; and 380 classified lists."

Ballard, Frank H.

The spiritual pilgrimage of St. Paul. 158p. (bibl. footnotes) D [n.d.] N. Y., Harper bds., \$1.50

An interpretation of the life and major teachings of Paul.

Allport, Floyd H.

Personality in our changing society. 8p. O (Psych. ser. lecture no. 14) [c.'32] [Chic.] Univ. of Chic. Press

pap. apply

American law reports annotated; v. 75; ed. by George H. Parmele and others. 1612p. '31 San Francisco, Bancroft-Whitney Co. buck. \$7.50

Armitage, M. Teresa

Concert songs for girls; students ed. 156p. Q ['31] Bost., C. C. Birchard & Co. \$1.25

Babcock, Frederick M.

Real estate valuation; a statement of the appraisal problem and a discussion of the principles involved in the development of valuation methods. 80p. diags. O (Mich. business studies, v. 4, no. 1) c. Ann Arbor, Mich., Univ. of Mich., Bur. of Business Research pap. \$1

Bates, Esther Willard

George Washington of young America; a pageant in honor of the father of his country. 86p. O [c.'31] Bost., W. H. Baker pap. 50 c.

Beck, Dorothy Fahs

The cost of equipping a dental office; a study of

Beard, Daniel Carter

Boy heroes of today; Boy Scout Gold Honor Medal awards. 160p. il. D c. N. Y., Brewer \$1.75

True stories of modern Boy Scout heroes all of whom were awarded the Gold Honor Medal, the highest award of the organization, for their heroism in life-saving.

Bell, Neil, pseud. [Stephen Southwold]

Life and Andrew Otway. 437p. O c. N. Y., Putnam \$2.50

His foster son tells the story of Andrew Otway's rise from obscurity in a small English town to his ultimate fall, a victim of the prodigious financial web his fantastic genius had created.

Body mechanics: education and practice; report of the subcommittee on orthopedics and body mechanics. 180p. (3p. bibl.) diags. O (White House Conference on Child Health and Protection; section 1—Medical service) [c.'32] N. Y., Century \$1.50

Bolling, Cunliffe Lawrence

Retail management; a practical guide to modern methods of retail distribution. 479p. O '31 N. Y., Pitman \$4.50

Book of experiments for junior chemists. 79p. il., diags. obl. O [c.'31] N. Y., John H. Winn, 2255 B'way \$1.50

Brenner, Vladimir

Russia in the name of God; a novel. 269p. D '32 N. Y., Appleton \$2

Dealing with the Russian Church under Soviet rule.

Bunyan, John

The pilgrim's progress; rewritten for young people, by Wade C. Smith; il. by the Little Jetts. 113p. O c. N. Y., Harper \$1.50

Burnham, James, and Wheelwright, Philip

Introduction to philosophical analysis. 467p. O [c.'32] N. Y., Holt \$2.75

Butler, Lee B. J.

Mayblossom; romance of the reconstruction period in the South following the Civil War. 420p. front. D [c.'31] Kansas City, Mo., Burton Pub. Co. \$2

the initial expenditures of dental graduates when equipping an office for practice. 51p. diags. O (Committee on Study of Dental Practice of Amer. Dental Ass'n pub'n no. 2) [c.'32] Chic., Univ. of Chic. Press pap. \$1

Bland, P. Brooke

Textbook of gynecology; 2nd rev. ed. 1249p. il. (pt. col.) O '31, c. '32 Phil., F. A. Davis \$11

[Blavatsky, H. P.]

Mediatorship. 16p. S (U. L. T. pamphlet no. 13) ['31] [N. Y., Aryan Path] pap. 5 c.

Blavatsky, H. P., and Judge, W. Q.

Dreams. 16p. S (U. L. T. pamphlet ser., no. 11) ['31] [N. Y., Aryan Path] pap. 5 c.

Booth, Mary Josephine

Material on geography; including commercial products, industries, transportation and educational exhibits which may be obtained free or at small cost; 5th rev. ed. 118p. O '31 c. Charleston, Ill., Author, 1536 4th St. pap. 50 c.

Bulla, Charles Dehaven

George Washington, the second-mile American. 70p. (bibl.) il. (col.) D [c.'31] Nashville, Parthenon Press pap. 50 c.

Cabell, Branch [James Branch Cabell]

These restless heads; a trilogy of romantics. 267p. (bibl.) front. D c. N. Y., McBride \$2.50
Series of connected essays on literary and other subjects.

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice's adventures underground; being a facsimile of the original ms. book afterwards developed into "Alice Adventures in Wonderland"; il. by the author. 91p. D '32 N. Y., Macmillan \$1
Published in honor of the Lewis Carroll Centenary.

Chambers, Whitman

The navy murders. 311p. D (Red badge b'ks) [c.'31, '32] N. Y., Dodd, Mead \$2
The commanding officer of an isolated naval base on the Panama coast is murdered under circumstances which cast suspicion on the circle of his intimate friends.

Chapman, Frank Milcher

Handbook of birds of eastern North America; 2nd rev. ed. 617p. (19p. bibl.) il. (pt. col.), map (col.), diagrs. (pt. col.) D '32, c. '95-'32 N. Y., Appleton \$5

Chase, W. Parker, comp.

New York, the wonder city. 288p. il. D c. '31 N. Y., Wonder City Pub. Co., 460 W. 34th St. bds., \$1
"An illustrated story of New York with statistics and general data concerning New York's vastness, people, activities and intimate inside life in the year 1932."

Clute, Willard Nelson

The common names of plants and their meanings. 160p. O '31 Ind., W. N. Clute & Co. \$3

Coates, Robert M.

The outlaw years; the history of the land pirates of the Natchez Trace. 308p. (3p. bibl.) il., map O [c.'30] N. Y., [Gold Label B'ks, 381 Fourth Ave.] \$1
One of the first of a new series of popular non-fiction reprints. See also *Hankel, Means and Vierick*.

Comstock, Harriet Theresa Smith [Mrs. Philip Comstock]

The flame of devotion. 314p. D c. Garden City, N. Y., Doubleday \$2
The story of Phyllis who was courageous when she found that love is harder to keep than to win.

Coulson, Thomas

Mata Hari, courtesan and spy [il. with scenes from the photoplay]. 323p. O [c.'30] N. Y., Blue Ribbon B'ks \$1

Croy, Homer

Headed for Hollywood. 315p. D c. N. Y., Harper \$2
A Hollywood novel about the romance of Pearl Piper who won the state beauty contest of one of the picture companies and for the prize had a chance to try her luck in the movies.

Dallmann, William

How Peter became Pope. 116p. O '31 St. Louis, Concordia Pub. House \$1

Daugherty, Harry M., and Dixon, Thomas

The inside story of the Harding tragedy. 331p. il. O c. N. Y., Churchill Co., 11 W. 42nd St. \$3.50
The former Attorney-General and close friend and political associate of the late President Harding tells the story of the Harding administration and refutes some of the accusations made by the many books on the subject which have been published.

Demarest, Phyllis Gordon

Lady gone wild. 311p. D [c.'32] N. Y., Macaulay \$2
After one unsuccessful love affair Roxane Sheridan, to protect herself from further follies, arranged a marriage of convenience with Kirt Paton about whom she knew little or nothing.

Dingle, Herbert

Science and human experience. 141p. O '32 N. Y., Macmillan \$1.75
An interpretation of the present position of physics and an account of the remarkable changes in recent physical thought.

Dinsmore, Ernest L.

Chemistry for secondary schools; 2nd ed. 586p. il. (pt. col.), diagrs. D '31, c. '25, '31 Chic., Laurel B'k Co. fab., \$1.68

Dorrance, James French

Fighting hearts. 317p. D [c.'32] N. Y., Macaulay \$2
A California range romance.

Douglas, Oscar Berry, and others

Progress in spelling; bks. 1 and 2. 128p.; 160p. D [c.'31] Austin, Tex., W. S. Benson & Co. 48c. ea.

Dowson, Ernest Christopher

The Pierrot of the minute [lim. ed.]. 41p. front. (col.) D [c.'32] San Francisco, Windsor Press bds., \$7.50, bxd.

Duckworth, Francis Robinson Gladstone

Browning; background and conflict; preface by William Lyon Phelps. 219p. O [c.'32] N. Y., Dutton \$3
A study of Robert Browning which examines the conflict between his personality and his poetry and the criticisms that his works have aroused.

Cole, Charles Bradford, and Curtis, Frank W.

Tool and die design; a practical handbook on tool design, die making, and metal stamping. 140p. il., diagrs. O '32, c. '31 Chic., Amer. Technical Soc. \$1.50

Corneau, Perry Boyer

La Fayette remembers [play]. 10p. T [c.'32] Lockport, Ill., Old Tower Press pap., 25c.

Crain, James Andrew

American youth and the liquor problem; a course for young people and adults; 2nd ed. 40p. (bibls.)

O '31 St. Louis, Christian B'd of Pub'n [Bethany Press] pap., 20c.

Curley, Jack, and Fleischer, Nat

Modern wrestling; its holds and methods. 122p. il., diagrs. O (Ring athletic lib. bk. no. 7) [c.'31] N. Y. [Ring Pub. Co.] pap., \$1

De Herbert, Prof., pseud. [Herbert Gladstone Parriss] The success dream book. 232p. D [c.'31] [N. Y., Herbert G. Parriss, 870 St. Nicholas Ave.] pap., 32c.

Donald, Helen

Innocence triumphs; a pantomime. 10p. S '31 Minneapolis, Northwestern Press pap., 35c.

Eckardt, Hans von

Russia; rev. and supplemented by the author for the English ed.; tr. by Catherine Alison Phillips. 746p. (bibl. footnotes) il., maps, diagrs. O c. N. Y., Knopf \$7.50

A history of Russia that aims to make clear how the Russia of today came into being and why it became what it is now. The author is a professor of political science at the University of Heidelberg.

Egermeier, Elsie E.

Boy's stories of great men. 184p. D [c.'31] Anderson, Ind., Warner Press \$1

Elegy and iambus; being the remains of all

the Greek elegiac and iambic poets from Callinus to Crates excepting the choliambic writers, with the Anacreontea; ed. and tr. by J. W. Edmonds; 2 v. 539p.; 499p. (bibls. and bibl. footnotes) S (Loeb classical lib. nos. 258, 9) '31 N. Y., Putnam \$2.50, ea.

Euwer, Anthony Henderson

The friendly firs; il. by the author [verse]. 136p. D '31 c. Portland, Ore., Metropolitan Press \$1.50

Fodor, Laszlo

I love an actress; a comedy in four acts; adapted by Chester Erskin. 127p. il., diagrs. D (French's standard lib. ed.) c.'32 N. Y., S. French pap., 75 c.

Forzano, Giovacchino

Thunder over France. 132p. S c. N. Y., Pegasus Pub. Co. \$1.50
A play of the French Revolution with Danton as its principal character.

Freeman, Lewis Ransome

Afloat and aflight in the Caribbean. 464p. il. O c. N. Y., Dodd, Mead \$3.50
An account of a year's travel in the countries of the Caribbean by air and waterways.

Fuller, Mrs. Ethel Romig

Kitchen sonnets (and lyrics of domesticity). 108p. D '31 c. Portland, Ore., Metropolitan Press \$1.50

Gould, Adrian Gordon, M.D., and Dye, Joseph A.

Exercise and its physiology. 445p. (bibls.) il., diagrs. (pt. col.) O c. N. Y., A. S. Barnes \$3
The modern knowledge of the subject which has resulted from the many studies made in this field during recent years.

Gregg, Cecil Freeman

The double solution; a tale of Inspector Higgins. 287p. D c. N. Y., Dial Press \$2
A Scotland Yard inspector solves a murder case.

Hahn, Arnold

Use your mind; the road to successful thinking [tr. by H. Stafford Hatfield]. 243p. D [n.d.] N. Y., Holt \$2
How to produce mental order and, by exercise, increase mental powers.

Haney, Lewis Henry, and others

Brokers' loans. 254p. (2p. bibl.) diagrs. O c. N. Y., Harper \$5

A study in the relation between speculative credits and the stock market, business, and banking.

Hankel, Walter S., ed.

Whither, whither, or, After sex, what? a symposium to end symposiums. 289p. il. O [c.'30] N. Y., Gold Label B'ks, 381 4th Ave. \$1

Harbison, C. E.

Our dogs; what we should know about them. 220p. il. D c. N. Y., Orange Judd Pub. Co. \$2
A manual of practical information on dog training.

Hart, Walter Wilson

Modern junior mathematics; bks. 1-3. various p., il., diagrs. D [c.'31] Bost., Heath 84 c.; 88 c.; \$1.28

For grades 7, 8 and 9.

Hawk, John

Murder at Arondale Farm. 243p. D [c.'32] N. Y., Farrar & Rinehart \$2

Sir Bruce Arondale, on the verge of losing his ancestral mansion in Kent, believes that assistance can be obtained from Harry Talbot, an American, who is in love with his daughter when the American is murdered during a party at the Arondale Farm.

Hofer, Mari Ruef

Festival and civic plays, from Greek and Roman tales; rev. ed. 237p. (bibl.) il. D (Educational play-b'k ser.) [c.'26, '31] Chic., Beckley-Cardy Co. \$1.25

Houghton, Claude, pseud. [Claude Houghton Oldfield]

Chaos is come again. 352p. D c. Garden City, N. Y., Doubleday \$2.50

The story of Vernon Dexter's life as a tutor at Greystones, the dilapidated estate of the Petersleys, an eccentric and poor English family.

Howells, John Mead

Lost examples of Colonial architecture; introd. by Fiske Kimball. 244p. il., diagrs. F '31 N. Y., Wm. Helburn

\$25, bxd.; half lea., \$32.50

Photographs of public and semi-public buildings, churches, cottages, country and town houses, interiors and details of houses that have been destroyed or that have been so altered as to lose their character and quality.

Gavit, Joseph, comp.

A list of American newspaper reprints. 16p. '31 N. Y., N. Y. Public Lib. pap., 15 c.

Hart, Helen

Morphologic and physiologic studies on stern-rust resistance in cereals. 76p. (3p. bibl.) il., diagrs. O (U. S. Dept. of Agri., technical bull. no. 266) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 15 c.

Hart, Walter W.

Modern junior mathematics; b'ks 1 and 2, grades 7 and 8; teacher's manuals. 38p.; 32p. D [c.'31] Bost., Heath pap., 20 c. ea.

Explosives in agriculture. 87p. il., diagrs. O '31 c. [N. Y.] Inst. of Makers of Explosives, 103 Park Ave. pap., apply

Fellows, John Ernest

The influence of theme-reading and theme-correction on eliminating technical errors in the written compositions of ninth grade pupils. 56p. (bibl.) O (Studies in educ., v. 7, no. 1) '32 Iowa City, Ia., Univ. of Ia. pap., apply

Hurst, Hawthorne

Christopher comes across. 249p. D [c.'32]
N. Y., A. H. King \$2

A new, humorous version of Christopher Columbus' career.

Huxley, Aldous Leonard

Brave new world; a novel. 311p. D c.
Garden City, N. Y., Doubleday \$2.50

A satirical and fantastic novel about a completely scientific and industrialized Utopia.

Ironside, Henry Allan

"Charge that to my account," and other
gospel messages. 128p. D '31 Chic., Bible
Inst. Colportage Ass'n 75 c.; pap., 25 c.

Jacobson, J. Mark

The development of American political
thought; a documentary history. 737p. (bibls.)
O (Century political science ser.) [c.'32]
N. Y., Century \$5

Jameson, Storm [Mrs. Guy Chapman]

That was yesterday. 439p. D c. N. Y.,
Knopf \$2.50

The story of a young English couple and of Hervey's struggle to adjust herself to the demands of marriage when her imaginative, self-willed and youthful nature dreamed of a brilliant literary career.

Jones, William Tudor

Contemporary thought of Germany; v. 2.
208p. D (Lib. of contemporary thought) '31
N. Y., Knopf \$2.50

Kelly, J. Frederick

Early Connecticut architecture; second ser.
22p. il., diagrs. F '31 N. Y., Wm. Helburn
\$10

King, Julius

The Indian nugget. 229p. il. O [c.'31]
N. Y. [Nelson] \$1.75

Formerly published by W. J. Black.

Kingsmill, Hugh, pseud. [Hugh Kingsmill Lunn], ed.

The worst of love; an anthology; il. by
Nicolas Bentley. 262p. D [c.'32] N. Y.,
Holt \$2

English prose and poetry from Lyly to Oscar Wilde which has depicted love insincerely or insanelly, with sardonic comments by the editor.

Konwiser, Harry M.

Colonial and Revolutionary posts [history
of early postal departments]. 96p. il. (pt.
col.) O '31 Richmond, Va., Dietz Press \$2

Kranefeldt, W. M.

Secret ways of the mind; introd. by C. G.

Jung; tr. by Ralph M. Eaton. 228p. (bibl.
notes) D [c.'32] N. Y., Holt

\$2; students' ed., \$1.60

A survey of the psychological principles of Freud, Adler, and Jung.

Landacre, Paul

California hills, and other wood engravings;
lim. signed ed. 40p. il. F '31 Los Angeles,
Bruce McCallister, 1300 Santee St. bds., \$6

Langdon-Davies, John

Man comes of age. 275p. diagr. O c. N. Y.,
Harper \$3.50

A discussion of what modern science really means to the daily life and philosophy of the average person.

Lapolla, Garibaldi Marto

Miss Rollins in love. 372p. D [c.'32] N. Y.,
Vanguard \$2

Ministering to the needs of her invalid mother and teaching Latin had exclusively occupied Miss Rollins' time, so when her mother died she went in search of a life and rapture she had never known.

Leahy, Ethel Carter, comp.

Who's who on the Ohio River and tributaries; an Ohio River anthology from the ice age to the future; history-biography-statistics. 950p. il. O '31 Cin., E. C. Leahy Pub. Co., 2nd Nat'l Bank Bldg. \$10

Lenski, Gerhard E.

Let us keep Lent. 113p. S c. N. Y., Harper \$1

A devotional manual for Lent consisting of meditations, interpretations and prayers by the minister of the Grace Lutheran Church in Washington, D. C.

Lindsay, Vachel

The litany of Washington Street [cheaper ed.]. 133p. il. O '32, c.'29 N. Y., Macmillan \$1

Lloyd, Nathaniel

A history of the English house, from primitive times to the Victorian period. 504p. (bibl. footnotes) il., diagrs. F '31 N. Y., Wm. Helburn \$20

Dwelling-house development described in chapters on each century, together with nearly 900 photographs and plans of the houses, and of entrances, windows, interiors, and many details.

Long, Harland W., M.D.

Sane sex life and sane sex living. 151p. O '31 N. Y., Eugenics Pub. Co. \$2

McDermott, John Francis, ed.

Modern plays. 440p. (bibls.) D [c.'32] N. Y., Harcourt \$1.40

Seven plays by Ibsen, Capek, Maugham, Milne, O'Neill, Hatcher Hughes and Sidney Howard.

Jones, H. E., and others

Environmental handicap in mental test performance. 35p. (bibl.) diagrs. O (Univ. of Cal. pub'ns. in psych., v. 5, no. 3) '32 Berkeley, Cal., Univ. of Cal. Press pap., 40 c.

Judge, W. Q.

H. P. Blavatsky. 16p. S (U. L. T. pamphlet no. 14) [31] [N. Y., Aryan Path] pap., 5 c.

Lahontan, Baron de

Dialogues curieux entre l'auteur et un sauvage de bon sens qui a voyagé et Mémoires de l'Amérique septentrionale; ed. by Gilbert Chinard. 273p. il. O '31 Balt., Johns Hopkins Press bds., \$4

Landis, Carney

Growing older. 7p. O (Psych. ser. lecture no. 13) [c.'32] [Chic.] Univ. of Chic. Press pap., apply

Lear, Jacob

The valley of ghosts; a mystery play in three acts. 99p. diagr. S (Sergel's acting drama) [c.'31] Chic., Dramatic Pub. Co. pap., 50 c.

Lee, Julian

I will! I won't! a comedy in three acts. 99p. diagr. D (Sergel's acting drama) [c.'31] Chic., Dramatic Pub. Co. pap., 35 c.

Leuck, Miriam Simons

A study of dental clinics in the United States: 1930. 118p. diagrs. O (Committee on Study of Dental Practice of Amer. Dental Ass'n. pub'n. no 3) [c.'32] Chic., Univ. of Chic. Press pap., \$1

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McGuire, Paul

The black rose murder. 304p. D c. N. Y., Brentano's \$2

Edward Steyn, chief operative in his uncle's London detective agency, was murdered while on the job of shadowing the beautiful and faithless wife of Lord Barbary, and as a boutonniere the dead man wore a strange black rose from Australia.

McIntyre, John Thomas

Drums in the dawn. 322p. D c. Garden City, N. Y., Doubleday \$2

The story of a bold young sea captain and an American heiress who threw away a fortune and found romance in the days of the American Revolution.

Maier, Walter A.

The Lutheran hour [radio sermons]. 336p. D '31 St. Louis, Concordia Pub. House \$1.50

Malone, Dumas, ed.

Dictionary of American biography; v. 8, Grinnell-Hibbard. 621p. O c. N. Y., Scribner buck., \$12.50

Marlen, George

The road [fiction]. 623p. O '31 N. Y., Red Star Press, P. O. Box 67, Sta. D \$2

Martin, Mrs. Helen Reimensnyder

Lucy Anderson; portrait of a wife. 306p. D c. N. Y., Dodd, Mead \$2

A novel of marriage in which Lucy Anderson suddenly realizes that by her great love for her author-husband she has almost effaced her own character, practically becoming his mistress and maid-of-all-work.

Massinger, Philip

The bondman: an antient storie; ed. from the first quarto by Benjamin Townley Spencer. 271p. (4p. bibl.) O c. Princeton, N. J., Princeton \$3

Maupassant, Guy de

The complete novels of Guy de Maupassant; 1 v. ed. 756p. O (Blue ribbon classics) [c. '28] N. Y., Blue Ribbon B'ks \$1

Means, Gaston B., and Thacker, May Dixon

The strange death of President Harding. 312p. (bibl.) il. O [c. '30] N. Y., Gold Label B'ks, 381 4th Ave. \$1

Merivale, Bernard, and Fleming, Brandon

None but the brave; a farce in three acts. 87p. front., diagr. O (French's acting ed., no. 1718) c. '31 N. Y., S. French pap., 75 c.

Merryn, Anthony

The undiscovered country; a play in three acts 72p. diagrs. S c. '31 N. Y., S. French pap., 75 c.

Miller, Harry Graves, and Chaffee, Newton W.

The auditorium social arts. 424p. (bibl.) il., diagrs. D [c. '32] Bost., Heath \$2.20

The theory and psychology of auditorium class work from elementary through senior high schools, its history, and its relationship to the many other modern movements in education.

Moffatt, James, D.D.

Grace in the New Testament. 446p. (bibl. footnotes) O '32 N. Y., Long & Smith \$3

A companion volume to the author's "Love in the New Testament."

Molnar, Ferenc

The good fairy; a new play; tr. by Jane Hinton. 178p. D c. N. Y., Long & Smith \$2

A current New York dramatic success starring Helen Hayes.

Mother Goose

La Mère Oie (d'après l'anglais); tr. by Ray W. Culver. no p. il. (col.) obl. D [Duluth, Minn., Mrs. Ray W. Culver, 2430 E. 6th St.] \$2

A translation into French verse of Mother Goose rhymes.

Mug, Sister Mary Theodosia

Lest we forget; the Sisters of Providence of St. Mary-of-the-Woods in Civil War service. 79p. il. D [c. '31] St. Mary-of-the-Woods, Ind., Providence Press 75 c.

Mullen, Mrs. Sarah McLean, and Lanz, Mrs. Muriel Simpson

Oh, Mr. Noah! 223p. (11p. bibl.) il. D [c. '32] N. Y., Century 88 c.

Twelve stories of animal life, designed for use in junior high schools.

Musser, Benjamin Francis

Bensbook [essays]. 181p. O [c. '31] Oglethorpe Univ., Ga., Oglethorpe Univ. Press \$2

Nash, L. R.

The economics of public utilities; a reference book for executives, investors, engineers, and students; new 2nd ed. 508p. O '31 N. Y., McGraw-Hill \$4

Nordicus, pseud.

Hitlerism; the iron fist in Germany. 243p. (3p. bibl.) O [c. '32] N. Y., Mohawk Press \$3

An analytical study of contemporary Germany and especially of Adolf Hitler and his strong National Socialist party known as the Nazis, its propaganda and program.

Orleans, Joseph B., and Poole, Hallie S.

Eleventh year mathematics; intermediate algebra and trigonometry. 271p. diagrs. D [c. '32] Bost., Heath \$1.32

Macdonald, Dora Mary

In a radio studio; a novelty play in one act. 12p. O '31 Minneapolis., Northwestern Press pap., 50 c.

McMullen, J. C.

The heart exchange; a farcical comedy in three acts. 83p. diagr. S (Sergel's acting drama) [c. '31] Chic., Dramatic Pub. Co. pap., 50 c.

Mavalankar, Damodar K., and Judge, W. Q.

Mind-control. 15p. S (U. L. T. pamphlet no. 12) [31] [N. Y., Aryan Path] pap., 5 c.

May, Frederick J.

Washington, as you see and hear it from the sight-seeing cars; being the complete lectures rendered by the guide on your car. 57p. D [c. '31] Wash., D. C., Ransdell, Inc. pap., 25 c.

Minard, Ralph D.

Race attitudes of Iowa children. 101p. diagrs. O (Studies in character, v. 4, no. 2) '31 Iowa City, Ia., Univ. of Ia. pap., apply

Newcomb, Rexford

Outlines of the history of architecture; pt. 1, Ancient architecture [new ed., rev. and enl.] 176p. Q '31 N. Y., Wiley pap., \$2.50

Nissen, Henry W.

A field study of the chimpanzee: observations of chimpanzee behavior and environment in western French Guinea. 122p. il. O (J. H. comparative psych. monographs, v. 8, no. 1, serial no. 36) '31 Balt., Johns Hopkins Press pap., \$1.75

Ovid [Publius Ovidius Naso]

Ovid's *Fasti*; with an English translation by Sir James George Frazer. 492p. S (Loeb classical lib. no. 253) '31 N. Y., Putnam \$2.50

Palmer, John

Timothy; a novel. 311p. D '32, c. '31, '32 Garden City, N. Y., Doubleday \$2

A portrait of Timothy who was an artist by nature, pursued a career in the Foreign Office, and was a man of the world by compulsion and as a result was a bewildered young man.

Phillipotts, Eden [Harrington Hext, pseud.]

Stormbury. 288p. D c. N. Y., Macmillan \$2

A novel about the country folk of Devonshire.

Philostratus: Callistratus

Imagines: Descriptions; with an English translation by Arthur Fairbanks. 461p. (bibl. footnotes) il. S (Loeb classical lib. no. 256) '31 N. Y., Putnam \$2.50

Powell, Herbert Preston

Minstrel skits and sketches. various p. S [c. '31] Phil., Penn \$1; pap., 50 c.

Pratt, Carroll C.

The meaning of music; a study in psychological aesthetics. 253p. D '31 N. Y., McGraw-Hill \$2

Psychology and psychiatry in pediatrics: the problem; report of the subcommittee on psychology and psychiatry. 159p. O (White House Conference on Child Health and Protection; section I-medical service) [c. '32] N. Y., Century \$1.50

Rand, Lotta Stetson, ed.

Directory of activities for the blind in the United States and Canada; together with certain related agencies such as sight-saving classes and organizations carrying on prevention of blindness work; 2nd ed. 382p. O '32 N. Y., Amer. Foundation for Blind \$2.15

Ransome, Arthur

Swallowdale; il. by Helene Carter. 393p. il. (col. front.), maps D c. Phil., Lippincott \$2

More adventures of the children who first appeared in "Swallows and Amazons." A Junior Literary Guild selection for February.

Rashi [Rabbi Shelomoh Yishaki, or Solomon ben Isaac]

Rashi's commentary on Ezekiel 40-48; ed. on the basis of eleven manuscripts by Abraham J. Levy. 127p. (bibl.) O '31 Phil., Dropsie College for Hebrew & Cognate Learning \$2

O'Geran, Graeme

A history of the Detroit street railways. 459p. (2p. bibl.) il., maps, diagrs. O '31 c. Detroit, Anderson, Wilcox, Lacy & Lawson, Buhl Bldg. \$3

Rasmussen, Andrew Theodore

The principal nervous pathways; neurological charts and schemes, with explanatory notes. 73p. diagrs. Q c. N. Y., Macmillan apply

Rossman, Joseph

The law of patents for chemists. 313p. (5p. bibl.) O c. Wash., D. C., Inventors Pub. Co. \$3.50

Rhode, John, pseud. [Cecil John Charles Street]

The fire at Greycombe Farm. 305p. D (Red badge b'ks) [c. '32] N. Y., Dodd, Mead \$2
Dr. Priestley unravels the mystery of the burning of Farmer Jim's famous cider barn and the finding in its wreckage of the bones of a man who had disappeared six months before.

Riddell, Mrs. Florence

Perilous love. 304p. D c. Phil., Lippincott \$2
A tale of love, passion and bitterness laid in Algeria with the Foreign Legion.

Rine, Josephine Z.

The ideal Boston terrier. 192p. il., diagrs. D c. N. Y., Orange Judd Pub. Co. \$2
A complete treatise on the history, breeding, selection, care and management of Boston terriers.

Sawyer, Ruth [Mrs. Albert C. Durand]

Folkhouse; the autobiography of a home. 265p. il. D '32, c. '31, '32 N. Y., Appleton \$2
The story of Ann and Martin, who with little money, but plenty of love, created a home.

Sayre, Joel

Rackety rax; il. by Alan Dunn. 147p. D c. N. Y., Knopf bds., \$1.50
Chief McGloin founds Canarsie University where a football team of gangsters and gunmen is formed, so that he can get a slice of the gate receipts at the big intercollegiate games.

Scroggie, W. Graham, ed.

The Acts of the Apostles. 186p. S (Study hour ser.) [n.d.] N. Y., Harper \$1.25
A commentary.

Seabrook, William Buchler

The magic island; il. by Alexander King. 346p. O [c. '29] N. Y., Blue Ribbon B'ks \$1

Shannon, Robert Terry

The love trap. 251p. D [c. '32] N. Y., Clode \$2
The story of Mary Kennedy, whose mother had advised her to become an "old man's darling rather than a young man's slave."

Shaw, Beta

Ladies C. O. D. 288p. D [c. '32] N. Y., Wm. Godwin \$2
A story of the gold-diggers of Manhattan's gay night life.

Sheldon, Ray, and Arens, Egmont Hegel

Consumer engineering; a new technique for prosperity. 264p. il. O c. N. Y., Harper \$3.50
An explanation of the practical application of the new technique of consumer engineering as a modern business tool—the shaping of a product to fit more exactly the consumers' needs or tastes thereby stimulating the consumption of goods.

Rutherford, Joseph F.

Vindication; the name and ward of the eternal God proven and justified by Ezekiel's prophecy, and revealing what must speedily come to pass upon the nations of the world. 354p. il. D [c. '31] B'klyn. N. Y., Watch Tower Bible & Tract Soc. [Internat'l Bible Students Ass'n.] 35 c.

Shimek, Bohumil

Miscellaneous papers. 61p. (3p. bibl.) il. O (Studies in natural hist., new ser. no. 214, v. 14, no. 2) '31. Iowa City, Ia., Univ. of Ia. pap. 75 c.

Shuster, George Nauman

The Germans; an inquiry and an estimate. 334p. O c. N. Y., Dial Press \$3
An interpretation of the mental and moral state of the German people today.

Smith, Warren Hunting

An elegant but salubrious village; a portrait of Geneva, New York; il. by the author and Helen Sholes Smith. 146p. (bibl.) O '31 c. Geneva, N. Y., Author \$3

Stevens, James

The Saginaw Paul Bunyan; il. with woodcuts by Richard Bennett. 261p. O c. N. Y., Knopf \$2.50

Further adventures of Paul Bunyan, the famous mythical hero of the North Woods, when he was in the Michigan Saginaw timber country before he went to the Pacific Northwest.

Stopes, Marie Charlotte Carmichael [Mrs. Humphrey Verdon Roe; Erica Fay, Marie Carmichael, pseud.]

The human body. 281p. diags. (pt. col.) O [c.'26] N. Y., Blue Ribbon B'ks \$1

Storyland, no. 387. 320p. il. O '31 Akron, O., Saalfield Pub. Co. bds., 75 c.

Streatfeild, Noel.

The Whicharts. 280p. D [c.'32] N. Y., Brentano's \$2

The story of the three Whichart girls, accidental offspring of a philandering British Army officer who brought them to his first mistress to bring up.

Studdert-Kennedy, Hugh A.

Hoover in 1932. 74p. D [c.'31] San Francisco, Farallon Press \$1

Articles on President Hoover and important national issues which stress the necessity of his reelection.

Tagore, Sir Rabindranath [Ravindranatha Thakura]

Sheaves; poems and songs; comp. and tr. by Nagendranath Gupta. 149p. D c. N. Y., Macmillan \$1.75

A new volume of poems by the distinguished Indian poet which have never been published in America, prefaced by a critical and biographical essay on Tagore by the translator.

Taylor, Rupert

The date of Love's labour's lost. 142p. (bibl. footnotes) D c. N. Y., Columbia Univ. Press \$2

Terry, Edmund R.

The universal language, and other poems. 75p. front. (por.) D '31 c. B'klyn, N. Y., Author, 12 Remsen \$1.50

Tracy, Louis [Gordon Holmes, pseud.]

A dangerous situation. 251p. D [c.'32] N. Y., Clode \$2

The story of an English girl who made what she thought was a romantic marriage to an Indian prince, only to find, when they went to India, the grim reality beneath the polish of Mayfair.

Twain, Mark, pseud. [Samuel Langhorne Clemens]

The adventures of Tom Sawyer. 320p. il. D (Every child's lib.) '31 Akron, O., Saalfield Pub. Co. 60 c.

Twining, Frances Staver

Bird watching in the West. 169p. (bibl.) il. (pt. col.) D '31 c. Portland, Ore., Metropolitan Press \$2

The birds of the far West as the author has observed them through the seasons.

Van Doren, Carl Clinton

James Branch Cabell [new and rev. ed.]. 89p. (3p. bibl.) map D '32, c.'25, '32 N. Y., McBride \$1.50

Vernadskii, Georgii Vladimirovich

The Russian Revolution, 1917-1931. 141p. (8p. bibl.) D (Berkshire studies in European hist.) [c.'32] N. Y., Holt \$1

Viénot, Pierre

Is Germany finished. 141p. D c. N. Y., Macmillan \$1.50

A Frenchman analyzes the present crisis in Germany from his thorough knowledge of German psychology.

Viereck, George Sylvester, and Eldridge, Paul

My first two thousand years; the autobiography of the Wandering Jew. 514p. D [c.'28] N. Y., Gold Label B'ks, 381 4th Ave. \$1

Wadsley, Olive

Serenade. 303p. D c. N. Y., Dodd, Mead \$2
Dominated by the personality of Donna Gerald, world-famous singer, her son and daughter strive to work out their own stormy destinies.

Waldman, Milton, ed.

The omnibus book of travellers' tales; being the history of exploration told by the explorers. 864p. maps D [n.d.] N. Y., Brentano's \$3

A collection of original accounts of exploration from the travels of Herodotus to Captain Robert Scott, Arctic explorer.

Warner, Edward P., and Johnston, S. Paul

Aviation handbook. 715p. il. S '31 N. Y., McGraw-Hill \$7.50

Weaver, Martin G.

Mennonites of Lancaster conference [history]. 512p. il. O '31 Scottsdale, Pa., Mennonite Pub. House \$3

Wells, Gabriel

These three; preface by André Maurois [lim. ed.]. 91p. front. (por.) D c. N. Y., Rudge \$3.50

Essays on book-collecting by a New York rare bookseller.

Taussig, F. W.

What the consumer should do. 9p. O (Economics lecture no. 13) [c.'32] [Chic.] Univ. of Chic. Press pap. apply

Taylor, Horace

Good business and the war debts. 32p. D c. N. Y., Columbia Univ. Press pap. 25 c.

[Uhland, R. E.]

Controlling small gullies by bluegrass sod. 4p. il.

O (U. S. Dept. of Agri., leaflet no. 82) '31 [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Woodman, Rea

General Marion's company dinner [play]. 7p. T [c.'32] [Lockport, Ill.] Old Tower Press pap. 25 c.
His first commission [a Washington play for boys] 8p. T [c.'31] [Lockport, Ill.] Old Tower Press 25 c.

Whiteman, Kalman

Bar Mitzvah; speeches based on the sidra and the haftarah of every Sabbath in the year, together with the most essential laws of tefillin and appropriate instructions to teachers; tr. by Maximilian Hurwitz. 149p. D '31 c. N. Y., Hebrew Pub. Co., 632 B'way \$1.25

Whitfield, Raoul

The Virgin kills. 270p. D c. N. Y., Knopf \$2

Murder was aboard the Virgin, the yacht of the millionaire gambler Eric Vennell, while it was at the Regatta at Poughkeepsie.

Wiley, Hugh

The copper mask, and other stories. 269p. D 32, c. '28-'32 N. Y., Knopf \$2.50
Eleven short stories about the Chinese of San Francisco.

Williams, Sidney Herbert, and Madan, Falconer

A handbook of the literature of the Rev. C. L. Dodgson (Lewis Carroll) [lim. numbered ed.]. 354p. (bibls.) il. O '31 [N. Y.] Oxford \$14

Including bibliographies of Carrolliana, selected short pieces by Lewis Carroll, an essay on the early issues of "Alice" and "Through the Looking-Glass," memoirs, reminiscences, parodies, notes on the chief collections of Carrolliana, and other material.

Wilson, Marjorie Damsey

A woman like me. 275p. D c. N. Y., Farrar & Rinehart \$2

A psychological novel about Nancy Prager who sacrificed everything to satisfy her love for her own beauty.

Wons, Anthony (Tony) [comp.]

Tony's scrapbook; 1931-32 ed. 112p. front. (por.) O [c. '31] Chic., Reilly & Lee \$1
The most popular excerpts of prose and verse read by Tony Wons during his 1931 radio broadcasts.

Zastrow, Erika

Broken arcs. 313p. D [c. '32] N. Y., Holt \$2.50

The story of Anne-Marie's endeavor to find love and happiness in her native Schleswig-Holstein, and of her meeting and ultimate romance with Christian who had experienced a tragically brief yet happy marriage on the Dakota prairies.

Title Index to The Weekly Record

Does not include the material listed in smaller type

Acts of the Apostles, The. Scroggie, W. G. \$1.25 *Harper*

Adventures of Tom Sawyer, The. Twain, M. 60 c. *Saalfeld Pub. Co.*

Afloat and aflight in the Caribbean. Freeman, L. R. \$3.50 *Dodd, Mead*

Alice's adventures under ground. Carroll, L. \$1 *Macmillan*

All through storyland, no. 365. \$1 *Saalfeld Pub. Co.*

Auditorium social arts, The. Miller, H. G. \$2.20 *Heath*

Aviation handbook. Warner, E. P. \$7.50 *McGraw-Hill*

Ayer (N. W.) & Son's Directory of newspapers and periodicals, 1932. \$15; \$20 *N. W. Ayer & Son*

Bar Mitzvah. Whiteman, K. \$1.25 *Hebrew Pub. Co.*

Bensbook. Musser, B. F. \$2 *Oglethorpe Univ. Press*

Bird watching in the West. Twining, F. S. \$2 *Metropolitan Press*

Black rose murder, The. McGuire, P. \$2 *Brentano's*

Body mechanics. \$1.50 *Century*

Bondman, The. Massinger, P. \$3 *Princeton*

Book of experiments for junior chemists. \$1.50 *John H. Winn*

Boy heroes of today. Beard, D. C. \$1.75 *Brewer*

Boy's stories of great men. Egermeier, E. E. \$1 *Warner Press*

Brave new world. Huxley, A. L. \$2.50 *Doubleday*

Bricks and mortar. Ashton, H. \$2.50 *Doubleday*

Broken arcs. Zastrow, E. \$2.50 *Holt*

Brokers' loans. Haney, L. H. \$5 *Harper*

Browning. Duckworth, F. \$3 *Dutton*

Cabell (James Branch). Van Doren, C. C. \$1.50 *McBride*

California hills. Landacre, P. \$6 *Bruce McCallister*

Chaos is come again. Houghton, C. \$2.50 *Doubleday*

"Charge that to my account." Ironside, H. A. 75 c.; 25 c. *Bible Inst. Colportage Ass'n.*

Chemistry for secondary schools. Dinsmore, E. L. \$1.68 *Laurel B'k Co.*

Christopher comes across. Hurst, H. \$2 *A. H. King*

Colonial and Revolutionary posts. Konwiser, H. M. \$2 *Dietz Press*

Common names of plants and their meanings, The. Clute, W. N. \$3 *W. N. Clute & Co.*

Complete novels of Guy de Maupassant, The. \$1 *Blue Ribbon B'ks.*

Consumer engineering. Sheldon, R. \$3.50 *Harper*

Contemporary thought of Germany; v. 2. Jones, W. T. \$2.50 *Knopf*

Copper mask, The. Wiley, H. \$2.50 *Knopf*

Dangerous situation, A. Tracy, L. \$2 *Clode*

Date of Love's labour's lost, The. Taylor, R. \$2 *Columbia Univ. Press*

Development of American political thought, The. Jacobson, J. M. \$5 *Century*

Dictionary of American biography; v. 8. Malone, D. \$12.50 *Scribner*

Directory of the activities for the blind in the United States and Canada. Rand, L. S. \$2.15 *Amer. Foundation for Blind*

Double solution, The. Gregg, C. F. \$2 *Dial Press*

- Drums in the dawn. McIntyre, J. T. \$2
Doubleday
- Early Connecticut architecture. Kelly, J. F.
\$10 *Wm. Helburn*
- Economics of public utilities, The. Nash, L.
R. \$4 *McGraw-Hill*
- Elegant but salubrious village, An. \$3
W. H. Smith
- Elegy and iambus: 2 v. \$2.50, ea. *Putnam*
- Eleventh year mathematics. Orleans, J. B.
\$1.32 *Heath*
- Exercise and its physiology. Gould, A. G. \$3
A. S. Barnes
- Festival and civic plays. Hofer, M. R. \$1.25
Beckley-Cardy Co.
- Fighting hearts. Dorrance, J. F. \$2
Macaulay
- Fire at Greycombe Farm, The. Rhode, J. \$2
Dodd, Mead
- Flame of devotion, The. Comstock, H. \$2
Doubleday
- Folkhouse. Sawyer, R. \$2 *Appleton*
- Friendly firs, The. Euwer, A. H. \$1.50
Metropolitan Press
- Germans, The. Shuster, G. N. \$3 *Dial Press*
- Good fairy, The. Molnar, F. \$2
Lona & Smith
- Grace in the New Testament. Moffatt, J. \$3
Long & Smith
- Handbook of birds of eastern North America.
Chapman, F. M. \$5 *Appleton*
- Handbook of the literature of the Rev. C. L.
Dodgson (Lewis Carroll), A. Williams, S.
H. \$14 *Oxford*
- Headed for Hollywood. Croy, H. \$2 *Harper*
- History of the English house, A. Lloyd, N.
\$20 *Wm. Helburn*
- Hitlerism. Nordicus. \$3 *Mohawk Press*
- Hoover in 1932. Studdert-Kennedy, H. A. \$1
Farallon Press
- How Peter became Pope. Dallmann, W. \$1
Concordia Pub. House
- Human body, The. Stopes, M. \$1
Blue Ribbon B'ks.
- I love an actress. Fodor, L. 75 c. *S. French*
- Ideal Boston terrier, The. Rine, J. Z. \$2
Orange Judd Pub. Co.
- Imagines. Philostratus. \$2.50 *Putnam*
- Indian nugget, The. King, J. \$1.75 *Nelson*
- Inside story of the Harding tragedy, The.
Daugherty, H. M. \$3.50 *Churchill Co.*
- Introduction to philosophical analysis. Burn-
ham, J. \$2.75 *Holt*
- Is Germany finished? Viénot, P. \$1.50
Macmillan
- Journal of Jeffery Amherst, The. \$7
Univ. of Chic. Press
- Kitchen sonnets. Fuller, E. R. \$1.50
Metropolitan Press
- Ladies C.O.D. Shaw, B. \$2 *Wm. Godwin*
- Lady gone wild. Demarest, P. G. \$2
Macaulay
- Lest we forget. Mug, M. T. 75 c.
Providence Press
- Let us keep Lent. Lenski, G. E. \$1 *Harper*
- Life and Andrew Otway. Bell, N. \$2.50
Putnam
- Litany of Washington Street, The. Lindsay,
V. \$1 *Macmillan*
- Lost examples of Colonial architecture.
Howells, J. M. \$25; \$32.50 Wm. Helburn
- Love trap, The. Shannon, R. T. \$2 *Clode*
- Lucy Anderson. Martin, H. R. \$2
Dodd, Mead
- Lutheran hour, The. Maier, W. A. \$1.50
Concordia Pub. House
- Magic island, The. Seabrook, W. B. \$1
Blue Ribbon B'ks.
- Man comes of age. Langdon-Davies, J. \$3.50
Harper
- Mata Hari. Coulson, T. \$1 *Blue Ribbon B'ks.*
- Mayblossom. Butler, L. \$2 *Burton Pub. Co.*
- Meaning of music, The. Pratt, C. C. \$2
McGraw-Hill
- Mennonites of Lancaster conference. Weaver,
M. G. \$3 *Mennonite Pub. House*
- Mère Oie, La. Mother Goose. \$2
Mrs. Ray W. Culver
- Minstrel skits and sketches. Powell, H. P.
\$1; 50 c. *Penn*
- Miss Rollins in love. Lapolla, G. M. \$2
Vanguard
- Modern junior mathematics; b'ks. 1-3. Hart,
W. W. 84 c.; 88 c.; \$1.28 *Heath*
- Modern plays. McDermott, J. F. \$1.40
Harcourt
- Murder at Arondale Farm. Hawk, J. \$2
Farrar & Rinehart
- My first two thousand years. Viereck, G. S.
\$1 *Gold Label B'ks.*
- Navy murders, The. Chambers, W. \$2
Dodd, Mead
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Wonder City Pub. Co.
- None but the brave. Merivale, B. 75 c.
S. French
- Oh, Mr. Noah! Mullen, S. M. 88 c. *Century*
- Omnibus book of travellers' tales, The. Wald-
man, M. \$3 *Brentano's*
- One drop of blood. Austin, A. \$2 *Macmillan*
- Our dogs. Harbison, C. E. \$2
Orange Judd Pub. Co.
- Outlaw years, The. Coates, R. M. \$1
Gold Label B'ks.
- Ovid's Fasti. \$2.50 *Putnam*
- Perilous love. Riddell, F. \$2 *Lippincott*
- Persian mystics (The), 'Attar. 'Attar. \$1.20
Dutton
- Pierrot of the minute, The. Dowson, E. C.
\$7.50 *Windsor Press*
- Pilgrim's progress, The. Bunyan, J. \$1.50
Harper
- Progress in spelling; bks. 1 and 2. Douglas,
O. B. 48 c., ea. *W. S. Benson & Co.*
- Psychology and psychiatry in pediatrics. \$1.50
Century
- Rackety rax. Sayre, J. \$1.50 *Knopf*
- Rashi's commentary on Ezekiel 40-48. \$2
Dropsie Coll. for Hebrew & Cognate Learning
- Retail management. Bolling, C. L. \$4.50
Pitman
- Road, The. Marlen, G. \$2 *Red Star Press*
- Russia. Eckardt, H. von. \$7.50 *Knopf*
- Russia in the name of God. Brenner, V. \$2
Appleton
- Russian Revolution, The. Vernadskii, G. V.
\$1 *Holt*
- Saginaw Paul Bunyan, The. Stevens, J. \$2.50
Knopf

- Sane sex life and sane sex living. Long, H. W. \$2 *Eugenics Pub. Co.*
 Science and human experience. Dingle, H. \$1.75 *Macmillan*
 Secret ways of the mind. Kranefeldt, W. M. \$2; \$1.60 *Holt*
 Serenade. Wadsley, O. \$2 *Dodd, Mead*
 Sheaves. Tagore, R. \$1.75 *Macmillan*
 Spiritual pilgrimage of St. Paul, The. Ballard, F. H. \$1.50 *Harper*
 Stormbury. Phillpotts, E. \$2 *Macmillan*
 Storyland, no. 387. 75 c. *Saalfeld Pub. Co.*
 Strange death of President Harding, The. Means, G. B. \$1 *Gold Label B'ks.*
 Swallowdale. Ransome, A. \$2 *Lippincott*
 That was yesterday. Jameson, S. \$2.50 *Knopf*
 These restless heads. Cabell, B. \$2.50 *McBride*
 These three. Wells, G. \$3.50 *Rudge*
- Thunder over France. Forzano, G. \$1.50 *Pegasus Pub. Co.*
 Timothy. Palmer, J. \$2 *Doubleday*
 Tony's scrapbook. Wons, A. \$1 *Reilly & Lee*
 Undiscovered country, The. Merryn, A. 75 c. *S. French*
 Universal language, The. \$1.50 *E. R. Terry*
 Use your mind. Hahn, A. \$2 *Holt*
 Virgin kills, The. Whitfield, R. \$2 *Knopf*
 Whicharts, The. Streatfeild, N. \$2 *Brentano's*
 Whither, whither. Hankel, W. S. \$1 *Gold Label B'ks.*
 Who's who on the Ohio River and tributaries. Leahy, E. C. \$10 *E. C. Leahy Pub. Co.*
 Woman like me, A. Wilson, M. D. \$2 *Farrar & Rinehart*
 Worst of love, The. Kingsmill, H. \$2 *Holt*

Old and Rare Books

Frederick M. Hopkins

WHEN it was known in London that selections from the famous libraries of Lord Lothian would be sold in New York, there was an outburst of indignation in the London *Morning Post*. The managing director of a famous London bookshop epitomized English opinion, especially in library and auction circles, in the following paragraph: "London is the best market for books, and always has been. Experiments of this kind have been tried before and have not been as successful as owners expected. A London auctioneer's catalogs carry further than any other auctioneer in the world. The exceptional prices that are paid in America are not for the type of books in this library." Experiments of this kind were never tried in America before; this is the first sale of the kind. London dealers and collectors now know that there is an auction house in New York that knows how to catalog books containing such rarities as those from Lord Lothian's collection, if they did not before. It did not seem advisable, however, to antagonize British opinion by an argument before the sale. An endeavor to find out just the status of English feeling by writing to two fair and well-

informed English booksellers brought significant replies. One said: "We have felt since the Hoe sale that we would have the auction houses of New York to reckon with and we do not like it. We do not like the idea of going to New York to buy our rare book stock." The other said: "We really believe Lord Lothian has made a mistake. If he had sold his books in London he would have had Continental, English and American collectors and dealers as buyers. Americans have been coming to London for a half century to attend our auctions; we are not likely to go to New York for a long time. Lord Lothian's books would have brought £75,000 in London with American competition. They will not bring that price in New York without English and Continental competition. You should bear in mind that this is a very bad time to sell such books anywhere." This was frank, and we believe a fair expression of the English point of view. The Lord Lothian books have been sold. The record has been made. They brought \$410,545, which equals £84,473, reckoning a pound at \$4.86; but taking advantage of the difference in exchange Lord Lothian books sold for £118,653! And all this has been

done without English or Continental help. English booksellers have been inundating American collectors with printed slips, catalog announcements, and letters calling their attention to the great advantage which present exchange rates give them. American auction houses can now point out to English collectors that in the sale of 168 rare books of an English consignor the advantage of favorable exchange gave him an extra £34,180, or nearly half of what it was estimated that they would bring in London, according to expert English judgment. This ought to bring some important consignments to America in the near future.

THERE is an important contribution to the bibliography of Charles Dickens in an article by E. A. Osborne in the Christmas number of *The Bookman* with the title "The Variants of 'A Christmas Carol.'" The variants are many and most of them familiar. Mr. Osborne summarizes the known facts and draws his own conclusions as to priority. His two most valuable points are (1) that a copy of the book exists with the rejected red-and-green title-page and dated 1843, representing an intermediate stage between red-and-green 1844 and red-and-blue 1843 titles; and (2) that the green end-papers which, according to Mr. Eckel, are essential to a first issue, in point of fact, represent an experiment both preceded and succeeded by yellow end-papers. The latter point is supported on the ground that copies with inscriptions in Dickens's hand predating publication have yellow end-papers; and Mr. Osborn produces the theory that dissatisfied with these advance copies, Dickens caused a number of the end-papers in copies already bound to be dusted over with green chalk, but that later, no better satisfied with these, he reverted to yellow. That green copies were treated with chalk became clear both from the patchy appearance of the paper and, Mr. Osborn confesses, from surgical operation on the end-papers with a finger nail. The variants of title, half title, plates, binding, end-papers, and text, with their many possible combinations, form a large number of variant "states" and "issues." Mr. Osborn deals with those which are known to exist, and comments on the prices of some and on their comparative rarity.

"Any collector interested in 'A Christmas Carol,'" says William Roberts of the *London Times*, "should not fail to read this article."

IN a catalog of "Collector's Items covering many fields of book collecting including incunabula, early presses, colored plate books, old medical books, fine bindings, cookery, Christian Science books and a large group of old English editions," received from Dawson's Book Shop, of Los Angeles, California, there is a "Foreword" from which we quote as follows: "Lower prices will both encourage new collectors and bring back into the fold many who have strayed because of the soaring prices of the past ten years. We of Dawson's Book Shop are earnestly attempting to do our part to adjust prices in accordance with replacement possibilities. Not only are books bought at present low prices marked in proportion but our entire stock has been gone over the past three months and downward revisions made in accordance with present market values. . . . Occasional complaints come to us from collectors who dislike seeing books cataloged at less than they have paid for the same items. Rather we think collectors should see real opportunities in these lower prices and buy while rarities may be had so cheaply."

FOR seven years the Stewart Commission of Colorado College, Colorado Springs, has been gathering the material for a history of the West in the words of the pioneers themselves, entitled "Overland to the Pacific." Part I of this series, under the subtitle "Crusaders of the Northwest," will consist of eight volumes, the first of which will appear within a year. About one-third of the material to be published will be of narrative character written by Archer Butler Hulbert, author of the Atlantic prize book, "Forty-Niners," and director of the commission; another third will be the original manuscripts hitherto unpublished, and the remainder will be reprint of material published, for the most part, only in newspapers and magazines little known and unobtainable today. The books will be issued by Colorado College at the rate of three volumes each academic year.

FIRST editions of English and American authors and other desirable books from the collections of Charles T. Henry of this city and Harry Worcester Smith of Worcester, Mass., were sold at the Ritter-Hopson Galleries January 27, comprising 232 lots bringing \$3,760.50. A few American first editions and the prices realized were the following: Burrough's "Wake Robin," original decorated light orange cloth, 1871, \$45; Mark Twain's "The Stolen White Elephant," bound in calf, Eugene Field's copy, Boston, 1882, \$35; Crane's "Red Badge of Courage," 1895, \$125; Dreiser's "Sister Carrie," 1900, \$105; Emerson's "Poems," in original cloth binding, \$135; Hawthorne's "House of Seven Gables," \$35; Poe's "Eureka," 1848, backstrip repaired, \$85; Robinson's "The Children of the Night," 1897, \$77.50; Tarkington's "The Gentleman from Indiana," 1899, \$30; and Whittier's "Snowbound," 1866, first issue, faintly spotted, \$80.

THE library of the late Colonel Daniel French will be sold by the Chicago Book & Art Auctions, Inc., on February 9 and 10. The catalog contains 1064 lots, comprising Americana, first editions of American authors, fine sets, and miscellaneous books of a wide range. Colonel French was a collector of forty years' experience and was particular about the condition of the books he bought. This catalog is rich in material for the book lover, and has much of interest to collectors in various fields.

ONE hundred specimens of the work of European printers prior to 1500 are on exhibition at the Newark Public Library in a display of incunabula. Rare examples of the presses of Gutenberg, Aldus, Pynson, Fust and Schoeffer, Ulrich, Zell and other early printers are included. The exhibit is part of the R. G. Jenkinson collection of fine typography and represents an interesting survey of fifteenth century printing in Western Europe and the origin of some of the classic type faces.

DURING the past year the Harvard College Library has acquired what is perhaps the finest collection in existence

of historical material relating to the Italian Risorgimento; that is, to the period between the downfall of the Napoleonic régime in 1815 and the establishment of Rome as the capital of united Italy in 1871. The creator of the collection, Harry Nelson Gay, at about the beginning of this century, took up his residence in Rome in order to devote himself to historical writing, and he began this collection as his own private library. But so indefatigable were his efforts to secure whatever material that might throw light on any conceivable aspect of the struggle for Italian independence, that his collection has come to include about 50,000 titles. The story of the bringing of this mass of material together is one of great interest. As Mr. Gay visited various Italian towns, in his search for material, he spent the hours when libraries and archives were closed in second hand bookstores, hunting out elusive local material—so seldom found in collections public or private—especially pamphlets and newspapers, and as a result he gathered a mass of source material of the greatest importance to the student of this period of Italian history.

THE February number of *The American Book Collector* contains an editorial on "Price Slashing" by the editor, Charles F. Heartman; "Bibliography" by Vrest Orton; "Mint and Other Condition of Rare Books, A Plea for Inferior Copies," by the editor; a continuation of "A Census of First Editions and Source Materials by or Relating to Edgar Allan Poe;" "Incunabula in the United States, A Tribute to Dr. Otto H. F. Vollbehr;" "Twelve Toy Books of the Past Mid-Century," by Harry B. Weiss; "Poe's Balloon Hoax" by Clarence S. Brigham, "Early Missouri Book and Pamphlet Imprints, 1808-1830," by Douglas C. McMurtrie, and other features not less interesting.

Auction Calendar

Tuesday afternoon, February 9th, at 2:15. Books, autographs, manuscripts from the libraries of Mrs. Frederick A. DePeyster, New York City, James Kennedy, Garden City, L. I., and others. (Items 287.) American Art Association, Anderson Galleries, Inc., 30 East 57th St., New York City.

Tuesday and Wednesday afternoon and evening, February 9th and 10th. (Items 1064.) Chicago Book and Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

TERMS: Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.
Under "Books for Sale" (not restricted) 15c. a line to subscribers, 20c. to non-subscribers. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin

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Science and Health, Concordances, Christ and Christmas, Mrs. Eddy's Poems, etc.

AMER. BD. OF COMMISSIONERS FOR FOREIGN MISSIONS, PUB. DEPT., 14 BEACON ST., BOSTON
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Abstract Texas Land Titles. Set.

ARCHWAY BK. STORE, 47 N. 9TH, PHILADELPHIA
Books on Lacquers, Cements and Glues.
Introduction of Psychoanalysis. Freud.
He Fell in Love With His Wife. E. P. Roe.
Key to Caballa.
Bullard. Naval Electrician's Textbook. Vol. I.
New England Primer. "God Save King" on p. 14.
De Lawrence. Magic Books.
Groesbeck. Photo Engraving.
Brownies (?). Americans of Royal Descent.

ARGOSY BK. STORES, 45 4TH AVE., NEW YORK
Among the Nudists.
E. A. Robinson. Born and Other Poems; Piping and Panning.
Earle. Old Time Gardens. Ltd. ed.
Life and Writings of Amelia Bloomer.
Hoopes, P. R. American Clocks.
Seward at Washington. 2 vols.
Report Trial of Colt vs. Mass. Arms Co.
Armes a Feu a Coulasse Tournante.
Bowers. Struggle of Jacksonian Days.
White. Lee and Southern Confederacy.

ARGUS BK. SHOP, 333 S. DEARBORN, CHICAGO
Alvord. Mississippi Valley in British Politics.
Dickenson. American Colonial Government.
Hearn. Ghostly Japan; Japanese Lyrics; Editorials from the Kobe Chronicle. Any ed.
White House Cook Book. Early ed. before 1910.
Development and Character of Gothic Architecture. Enlarged ed.

ARGUS BK. SHOP—Continued

Character of Renaissance Architecture. Charles H. Moore.
Triumphs of Eugene Valmont. Robert Barr.
Five Masters of French Romance. Guerard.

A. ASHER & CO., BEHRENSTR. 17, BERLIN, W. 8, GERMANY
Horace Mann. Works. 4 vols.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.
Hiroi. Statically-indeterminate Stresses in Frames. 2nd ed. Van Nostrand.
Miller. Appeal to Conscience. Macmillan.
Bruhl, Gustav. Die kulturvolker Alt-Amerikas. 1876. Cincinnati. Benziger.

JOS. BAER & CO., HOCHSTR. 6, FRANKFURT A.M., GERMANY

Ritter. Music in America. N. Y. 1900, or later.
Physical Review. 1928 to 1931, incl.
Westrup or Westbrook. Antiquarian Geogr. Survey of Roman Pontifical Colleges. 1929. (Title may be not exact.)
Anti-Saloon League Yearbook. 1908.
Crooker. Shall I Drink? Bost. 1914.
Goodspeed. Papyri fr. Karanis. 1900. Studies in classic philol.
Goodspeed. Greek Papyri fr. Cairo Museum together with Papyri of Roman Egypt fr. Americ. collect. 1902.
Rearden, A. Study of Humour in Greek Tragedy. 1914. Univ. of Calif. Press.
Stewart. Crit. edition of Hawthorne's American Notebooks. 1930. Yale Univ. Diss.
Sinclair. Love's Pilgrimage. Pasadena.
The Nation. N. Y. Vols. 1 to 80, or greater run out of these years.
Cooper, J. F. Home as Found. N. Y. 1884.
North American Review. 1815 to 1825 incl.
Mead. Old Civilizations of Inkaland. 1924.
Ritter. Music in America. 1900 or later.
Poe. Works ed. Harrison. Virginia ed. 17 vols.
Braun, F. A. Margaret Fuller and Goethe. 1910.
Spingarn. Creative Criticism. 1917.

G. A. BAKER & CO., 247 PARK AVE., NEW YORK
Bangs. Uncle Sam-Trustee.
Marsh-Caldwell. Protestant Reformation. 1847.
Baker. English Painting Since the 16th Century.
Zeno. Fragments of. ed. Pearson. 1891.
Sedgwick. Italy in the 13th Century. 2 vols. Houghton.
Coolidge. Under the Sun. Dutton. 1926.

Weekly Book Exchange

BARNES & NOBLE—Continued

BAKER & TAYLOR CO., 55 FIFTH AVE., NEW YORK
 Ballou. Campus Blue Book.
 Beer. British Colonial Policy, 1754-1765; Old Colonial System.
 Breckenridge. Delinquent Child.
 Burlin. Songs and Tales from Dark Continent.
 Cummings. Enormous Room.
 Davis. What Shall the Public Schools Do for the Feeble-minded.
 Ditchett. Historic Costumes.
 Dunn. Interest Factors in Primary Reading Material.
 Flexner. Modern College and Modern School.
 Garnett. Life of Carlyle.
 Gibbs. Minimum Cost of Living.
 Goddard. Indians of the Northwest.
 Gompers. Labor Movement and Problems in America.
 Hanson. Into the Sioux Land.
 Heyward. Porgy. A play.
 Hull. Music, Classical, Romantic and Modern.
 International Congress of Eugenics, Eugenics, Genetics and the Family.
 Jacobs. S. W. F. Club.
 Johnson. Heart of a Woman.
 Kissell. Yarn and Cloth Making.
 Leferve. Embroidery and Lace.
 McKay. Harlem Shadows.
 Melinchoff. First Bulgarian-English Pocket Dictionary.
 Mills. Within the Atom.
 Optic. Young American Abroad. Outward Bound. 1st series. 6 vols.; Young American Abroad. Homeward Bound. 2nd series. 6 vols.
 Pammel. Manual of Poisonous Plants.
 Plato. Socrates.
 Proctor. Index to the Early Printed Books in the British Museum.
 Pycraft. A History of Birds.
 Reed. The Bird Book.
 Rose. Contemporary Movements in European Literature.
 Seymour de Ricci. A Book Collector's Guide.
 Shields. Philosophy of Education.
 Taggart. Miss Lochinvar.
 Tarkington. Claire Ambler; The Plutocrat.
 Vandercook. Black Majesty.
 Veblen. The Higher Learning in America.
 Walrond. Tropic Death.
 White & Jackson. Anthology of Negro Verse.
 St. John. Jerusalem the Golden.

BANNER LIBRARY SERVICE, 114 4TH AVE., N. Y.
 Garner. Apes and Monkeys.

BARGAIN BK. STORE, 406 15TH ST., DENVER
 Irving. The Alhambra. Phila. 1832. Orig. boards. Vol. 1 only. Must be reasonable. Describe condition fully.

BARNES & NOBLE, 76 5TH AVE., NEW YORK
 Bailey. Essentials of Reading. American Book.
 Smythe. City Homes in Country Lanes. Macmillan.
 Schwickerath. Jesuit Education. Herder.
 Enchantment of Gardens. Illus. Wilson. Houghton.
 Timoschenko. Applied Elasticity.
 Seignobos. Political Hist. of Europe since 1814.
 Coolidge. Why Women Are So. Holt.
 Howard. History of Matrimonial Institutions Chiefly in England.
 Wilcox. Divorce Problem.
 Anthony. Field Notes for Civil Engineers. McGraw.
 Hudelson. Problems of College Education. Univ. of Minn.
 Racine. Dramatic Works. Bohn Library. Vol. 2.

Griffis. Lily Among Thorns. Houghton.
 Vandeventer. Making the Small Shop Profitable. McGraw.
 Gunzaulas. The Man of Galilee.
 Frisbie. 1000 Classical Characters Briefly Described.
 Prescott & Johnson. Qualitative Chemical Analysis. Van Nostrand.

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 Benet. Jean Huguénot.
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Forthcoming Issues

✿ ✿ ✿ B. N. Langdon-Davies, manager of Williams and Norgate, Ltd., will contribute to the *Publishers' Weekly* this spring a series of articles on the British booktrade, the first of which will be published next week and the second, which describes the activities of the British Publishers' Ad Club, will follow in two or three weeks. Frank Swinnerton's Quarterly Letters from London will, of course, continue. The next one is scheduled for the Spring Announcement Number. ✿ ✿ ✿

✿ ✿ ✿ Frank D. Halsey, assistant manager of the Princeton University Press, will be the next contributor to the series of articles which began with Joseph Brewer's "Some Visionary Meditations on Publishing," and was continued by Donald Bean of the University of Chicago Press. Mr. Halsey

quotes Eddie Mahan, a great Harvard football player: "Of course," he said, "football should be played for the fun of it and not for the sake of winning the game. But I always found that the game was a lot more fun when we were winning." "And that's true" says Mr. Halsey, "of the publishing operations of a university press. The publication of a truly fine piece of scholarship is a great satisfaction to its publisher: it is more fun when the book is not only scholarly but profitable as well." ✿ ✿ ✿

✿ ✿ ✿ Thelma Ziemer's article on changing your selling technique to suit the changed conditions under which one now has to sell had to be postponed from a January issue. Miss Ziemer's article will have the leading position in next week's *Weekly*. ✿ ✿ ✿

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BIWEEKLY BULLETIN

from the HOUSE of DUTTON

WE herewith present the first issue of the Dutton Biweekly Bulletin. This Bulletin is the result of the recommendations in the Cheney Report concerning publishers' trade advertising. It is designed to give the trade a steady source of information on our live books which will enable them to use their own judgment in buying and selling them. As such, it will be confined as far as possible to statements of fact and news of importance with a minimum of ballyhoo and prophecy. Look for it hereafter the first and third week of each month on this inside back cover of the P.W. It will run as long as booksellers find it helpful. We hope you will assist us from time to time by letting us know whether it is helpful and how it may be improved.

THOSE books which require special attention and a different kind of presentation will as heretofore be given full-page space up front. We call your special attention to the page this week on Paul Cohen-Portheim's two books "Time Stood Still" and "England, The Unknown Isle." Our friendly tip is to read these books for your own enjoyment before you recommend them to others. Charles Willis Thompson, the first person outside our office to render a verdict on the book, says that "In everything but age and long recognition 'Time Stood Still' is an English classic." These are proud words but we believe there will be many more to agree with him.

DONALD GORDON, the astute editor of the American News of Books, picks the dark horse for February—HOSPITAL by Rhoda Truax, a first novel that we are publishing February 16th (\$2.50). With an ABA rating goes this bouquet. "A winner! There have been other novels written against a hospital background, written because their authors realized either consciously or unconsciously the curiosity appeal the careers of doctors have to the public. Most of these stories have been poorly written, sensation-mongering tripe. But this story is genuine; there are interesting people moving about doing interesting things. And it's a love story. And it has a title. And it is going to rent. We're not at all sure that, with proper advertising, it won't be an 'A' seller." The book will get the proper advertising. Incidentally, the author is a Boston doctor's wife.

OUR choice for a February dark-horse is THE BRONTES WENT TO WOOLWORTH'S by "Rachel" of Punch (\$2.50). It's a humorous fantasy, impossible to describe. In New York, Mr. Michaels of Brentano's and Ellen Ennis of Lord & Taylor's Bookshop are especially enthusiastic about its possibilities. The English critics howled over it. Watch the reviews over here. This novel may not be everyone's meat but it may be caviar for a goodly number.

ELSIE JANIS'S recent runaway marriage has provided first-rate advance publicity for her auto-

biography SO FAR, SO GOOD which we will publish Feb. 12th (\$4.00). It's a sparkling story of her adventures Over Here and Over There, told in her inimitable breezy manner. No ghost writer had a hand in the book. It's Elsie's own and the Dutton Prize Book for February.

DO we feel better now about Margaret Fishback's volume of verse I FEEL BETTER NOW! Judging from the reorders received Monday and Tuesday, Feb. 1st and 2nd (the book was published Friday, Jan. 29th) approximately 3,000 people must have discovered this book on the day of publication, Saturday morning, and Monday. Not since the country broke out in a Nash has the public shown such interest in a book of poetry. The reason for its popularity is obvious. It's a real antidote to depression. And an unusually good-looking book in the bargain.

FOR that Washington Bicentenary you might have heard about. A CHILD'S LIFE OF GEORGE WASHINGTON by Louise Embree, illustrated by Clotilde Embree, Feb. 9th, \$2.50, KATHERINE GORDON, PATRIOT by Gertrude Crownfield, illustrated by Richard Rodgers, Feb. 9th, \$2.00, and a new edition at a reduced price of Marietta Minnigerode Andrews' GEORGE WASHINGTON'S COUNTRY, now \$2.50.

THE New York critics disagree about MY ARNOLD BENNETT. "It seems incredible that she could pen it, Marguerite, His Wife's 'My Arnold Bennett' rhymes F.P.A. Harry Hansen calls it "an astonishing confession." While Charles Hanson Towne in the American dismisses it as a "tedious little gift of a loving wife's prose," Marguerite Mooers Marshall in the Journal hails it as "a most entertaining book which wives will read with understanding appreciation and husbands with pure terror." Herbert Gorman in the Post says "It is extremely important as a document,"—yet Lewis Gannett calls it "a slightly disgusting peep-hole sort of book."

THE Boston critics on the Herald and Transcript were much more favorable. Mr. Edgett in his column features it as "an enlightening, a sympathetic, and in many ways a touching memoir." We don't know who the public agrees with but they are buying the book.

THE N. Y. Times in its review rated Pirandello's short stories HORSE IN THE MOON "among the fines of the present century." Sir Norman Angell is devoting a good deal of his time to promoting THE MONEY GAME while he is in this country. His broadcasts and lectures are a lot of interest in this game which we have just reissued at a reduced price of \$3.75. Recent events have at last awakened Americans to the need for an understanding of the fundamentals of our monetary, credit, and banking systems. THE MONEY GAME is the simplest, easiest, and most entertaining way to get them. You'll be getting calls for it.

COMING: Feb. 16th—THIS DEMOCRATIC ROOSEVELT, The Life-Story of "F. D.": An Authentic Biography by Leland M. Ross and Allen Grobin (\$2.50). Feb. 18th: PROTECTION OF WOMEN AND CHILDREN IN SOVIET RUSSIA by Alice Withrow Field (\$3.00) and SORCERERS OF DOBU by R. F. Fortune with an introduction by Professor Malinowski (\$5.00).

LAST but not least is Anne Green's new novel MARIETTA, ready Feb. 11th. Display and recommend it for St. Valentine's day.

Reprinted from *The Observer* (London)

The Book Society's January Choice:

★ THE BROTHERS

L. A. G. Strong's novel

"The first chapter . . . must ensure, if the reader is flesh and blood, that the other chapters are read also"

—George Gordon (*Book Society News*)

"A breathlessly exciting tale, a work of pure imagination such as one seldom comes across"

—L. P. Hartley (*Week-End Review*)

"An astonishing number of people are going to enjoy Mr. Strong's new and best novel"

—John Collier (*Daily Telegraph*)

"It is very rare to find a book so full of flavour, vivid and bracing"—John Collier (*Daily Telegraph*)

"A masterpiece both in matter and manner. It often rises to epic heights"—*Morning Post*

"I couldn't put it down. Beyond all question the best thing he has done"—Beatrice Kean Seymour

"Possibly one of the great scenes in modern literature"—*Spectator* (of the central episode)

the American title will be
simply— **BROTHERS**

the publication date will be— **MARCH 4th**

In this novel of the Western Highlands, the author of *The Garden* shows a greater maturity than ever before. With a picture jacket in 3 colors and a frontispiece from a crayon drawing by F. Howard Lewis.



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